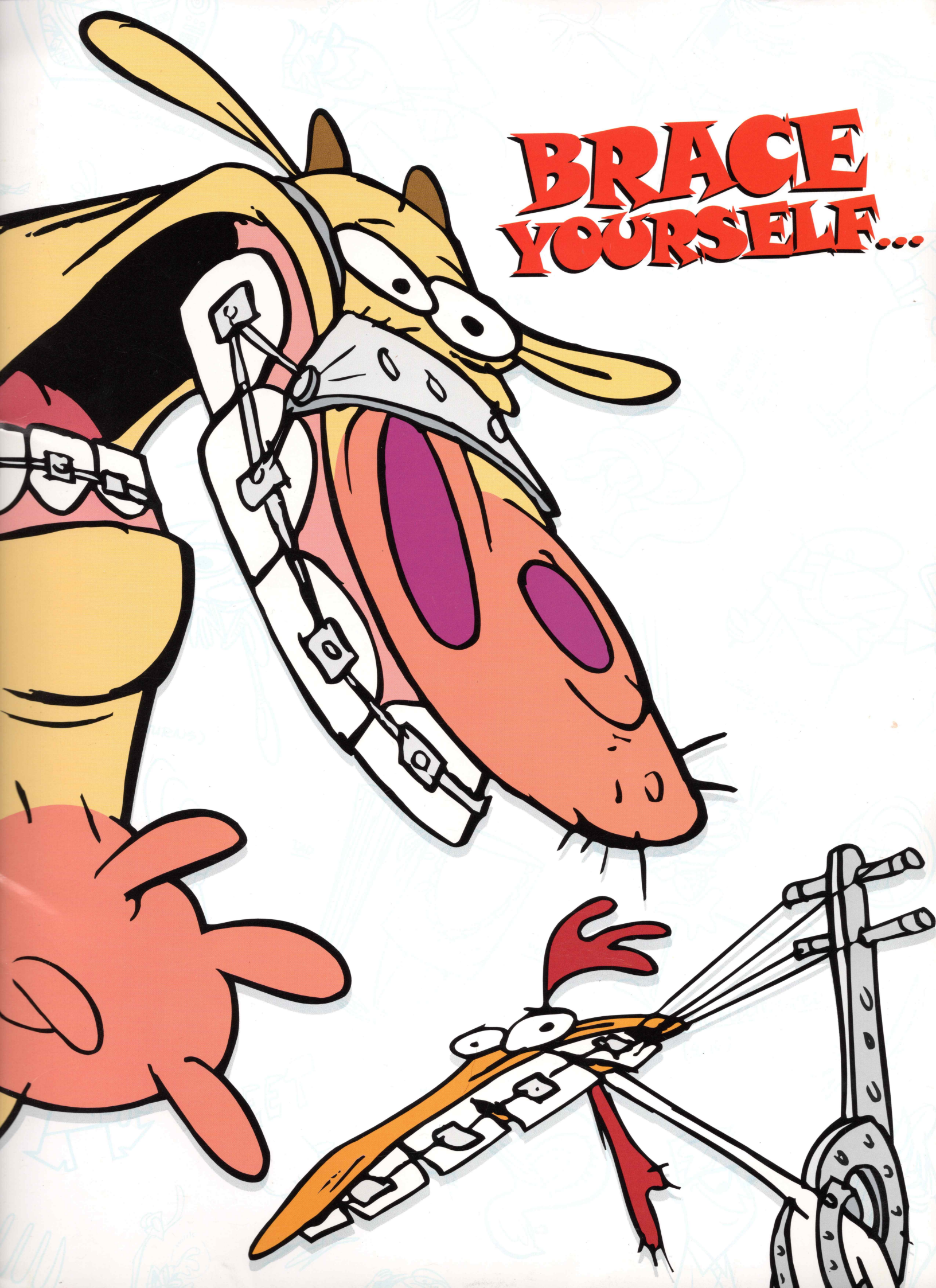
BRACE
YOURSELF...

June 5, 1997

Dear Journalist:

Bravo! Cartoon Network's all-new animated half-hour series have arrived!

Come "toon" in to ***Johnny Bravo, Cow & Chicken*** and ***Dexter's Laboratory***, weeknights at 8 p.m. (ET) on Cartoon Network. *Johnny Bravo* premieres on Monday, July 14; *Cow & Chicken* debuts on Tuesday, July 15; and *Dexter's Laboratory* presents new episodes starting Wednesday, July 16. Complete details are outlined in the attached press release.

Your enclosed press kit contains a description of each show, along with biographies of the creators of the three programs, the cartoon characters themselves, and the voice actors. Production credits, artwork and information about the *World Premiere Toons* project are also included.

Should you need additional artwork, information or have any questions regarding the series, please do not hesitate to contact me at 404/885-0657.

Best regards,

Joseph Swaney
Director of Public Relations
Cartoon Network

1050 Techwood Drive Atlanta, Georgia, 30318

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CARTOON NETWORK

A DIVISION OF TURNER BROADCASTING SYSTEM, INC.

NEWS RELEASE

Turner

For Release: June 5, 1997

Cartoon Network Presents All-Original Programming, Weeknights at 8 p.m.

Debuts Half-Hour Series JOHNNY BRAVO and COW & CHICKEN, and Presents New Episodes of DEXTER'S LABORATORY

Premiere:	*JOHNNY BRAVO*	*Monday, July 14*	*8-8:30 p.m. (ET)*
Premiere:	*COW & CHICKEN*	*Tuesday, July 15*	*8-8:30 p.m. (ET)*
New Episode:	*DEXTER'S LABORATORY*	*Wednesday, July 16*	*8-8:30 p.m. (ET)*

Cartoon Network takes ever-increasing strides in original programming this summer as it premieres two new half-hour series and all-new episodes of its most popular cartoon show, scheduling each at the 8 p.m. (ET) time slot. JOHNNY BRAVO and COW & CHICKEN will make their debut as full-fledged half-hour series starting Monday, July 14, and Tuesday, July 15, respectively. DEXTER'S LABORATORY, currently Cartoon Network's highest-rated original program, will begin airing new episodes on Wednesday, July 16. All three programs, produced by Hanna-Barbera Cartoons, are breakout series from Cartoon Network's ongoing *World Premiere Toons* shorts program, which originally commissioned 48 individual seven-minute cartoons to find new characters and situations for future series development.

Cartoon Network continues its 8 p.m. weeknight showcase of prime time original programming on Thursdays with the WHAT A CARTOON! SHOW, featuring previously aired original shorts from the award-winning *World Premiere Toons* project. Friday nights will be devoted to a two-hour block of encore presentations of each program, starting with JOHNNY BRAVO at 8 p.m., COW & CHICKEN at 8:30 p.m., DEXTER'S LABORATORY at 9 p.m. and WHAT A CARTOON! SHOW at 9:30 p.m.

"Based on the overwhelmingly positive reaction we received to JOHNNY BRAVO and COW & CHICKEN as shorts, we anticipate these half-hour series to be breakthrough hits for Cartoon Network," says Betty Cohen, president of Cartoon Network Worldwide and TNT International. "Viewer feedback in every form—from ratings to focus groups to our annual New Year's Eve on-air survey—clearly attests that JOHNNY BRAVO and COW & CHICKEN are audience favorites not just in the U.S., but internationally as well. Both shows reveal a distinct, new personality and style in cartoons that seem to capture the imagination of both kids and adults. Coupled with DEXTER'S LABORATORY, which continues to be extremely popular as well as critically-acclaimed, we're confident our new 8 p.m. weekly line-up will attract a loyal following."

–MORE–

CARTOON NETWORK PUBLIC RELATIONS • 1050 TECHWOOD DRIVE NW • ATLANTA, GA 30318 • TEL 404/885.4118 FAX 404/885.4312

RECYCLABLE PAPER

JOHNNY BRAVO

Created by 26-year-old animator Van Partible, JOHNNY BRAVO tells the story of a biceps-bulging, karate-chopping free-spirit who believes he is a gift from God to the women of the earth. Unfortunately for Johnny, everyone else just sees him as a narcissistic Mama's boy with big muscles and even bigger hair. In short, he is the quintessential guy who "just doesn't get it." No matter what he does, or where he finds himself, he always winds up being his own worst enemy.

JOHNNY BRAVO will consist of 13 half-hour episodes, featuring three seven-minute cartoons. One cartoon each week will explore what happens when "JOHNNY BRAVO MEETS...," which introduces various animated celebrity guests—including pop icons such as Farrah Fawcett, Donny Osmond and supermodel Vendela—to the one-and-only Johnny Bravo.

COW & CHICKEN

COW & CHICKEN, created by veteran animator David Feiss, follows the mis-adventures of a surreal pair of siblings whose relationship is underscored by their absurd identity—little sister Cow (seven years old, 6 ft., 400 lbs.) and big brother Chicken (11 years old, 18 inches, 4 lbs.). They live in a suburban house, with human parents, and play with human friends who think it's really cool that Cow has udders and Chicken has a beak. Like most elementary-age siblings, the two farm animals share a sincere affection for each other, despite their constant verbal banter and many mishaps in an all-human world.

COW & CHICKEN will consist of 26 half-hour episodes, featuring three seven-minute cartoons. One of those cartoons, I AM WEASEL, features the exploits of the internationally famous genius, I.M. Weasel, and his insanely jealous arch-rival, I.R. Baboon.

DEXTER'S LABORATORY

Twice nominated for a Primetime Emmy Award, DEXTER'S LABORATORY, created by 27-year-old Genndy Tartakovsky, is the story of a boy genius who creates fantastic, world-changing inventions in his beloved, but off-limits laboratory, despite the pesky interference of his ditzy older sister, Dee Dee. As the first breakout star of the *World Premiere Toons* series, DEXTER'S LABORATORY holds the distinction of being Cartoon Network's highest rated series in 1996.

WORLD PREMIERE TOONS

WHAT A CARTOON! SHOW showcases shorts for the *World Premiere Toons* project. Recently extended to include 16 additional shorts, bringing the total to 64, *World Premiere Toons* has been successful in developing popular new cartoon stars and animation talent. Since it's debut in February 1995, the project has yielded three Primetime Emmy Award nominations, one in 1995 and two in 1996; a 1996 CableACE nomination; a 1995 Academy Award® nomination; two ASIFA Annie Awards, one in 1995 and one in 1996; and a 1996 Golden Gate Award.

-MORE-

A complete schedule of the weekly originals line-up follows:

Mondays, 8 p.m. (ET)
JOHNNY BRAVO (Premiere)

Tuesdays, 8 p.m. (ET)
COW & CHICKEN (Premiere)

Wednesdays, 8 p.m. (ET)
DEXTER'S LABORATORY (New episodes)

Thursdays, 8 p.m. (ET)
WHAT A CARTOON! SHOW

Fridays, 8 p.m. -10 p.m. (ET)
JOHNNY BRAVO, 8 p.m.
COW & CHICKEN 8:30 p.m.
DEXTER'S LABORATORY 9 p.m.
WHAT A CARTOON! SHOW 9:30 p.m.

Cartoon Network, currently seen in more than 42 million homes, is Turner Broadcasting System, Inc.'s 24-hour, basic cable service offering the best in animated entertainment and drawing from the world's largest cartoon library. Cartoon Network also showcases unique original ventures such as *Space Ghost Coast to Coast, Dexter's Laboratory , World Premiere Toons* and *Big Bag*. Since its U.S. launch in 1992, Cartoon Network has remained one of basic cable's highest-rated networks.

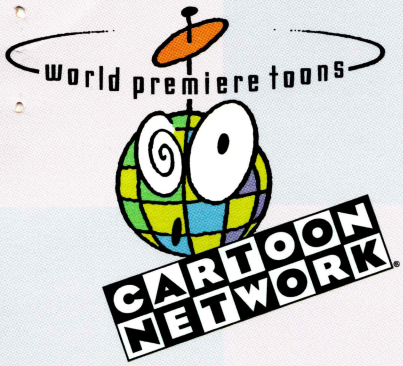
Hanna-Barbera Cartoons is one of the world's foremost creators of animation, having produced more than 6,000 animated titles, starring such now-classic characters as The Flintstones, The Jetsons, Huckleberry Hound, Scooby-Doo, Quick Draw McGraw and Jonny Quest. The current television series from the renowned animation house includes: *The Real Adventures of Jonny Quest, Dexter's Laboratory, Cow & Chicken, Cave Kids, Johnny Bravo* and numerous shorts from the "What A Cartoon!" series on Cartoon Network. Founded in 1957 by the legendary Bill Hanna and Joe Barbera, Hanna-Barbera became part of the Warner Bros. family with the October 1996 acquisition of Turner Broadcasting by Time Warner.

Turner Broadcasting System, Inc., a subsidiary of Time Warner Inc., is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.

-30-

CONTACTS:

Atlanta	Joe Swaney/Paul Siefken	(404) 885-0657/0217
New York	Stanka Luna	(212) 852-6858
Los Angeles	Karen Farris	(310) 788-6903



A HANNA-BARBERA CARTOONS PRODUCTION

WORLD PREMIERE TOONS

WHAT: 64 original seven-minute cartoon shorts produced by Hanna-Barbera that air exclusively on Cartoon Network in its "What a Cartoon! Show," airing Thursdays at 8 p.m. (ET) beginning July 17.

WHEN: WORLD PREMIERE TOONS debuted in February 1995, when the first of the cartoon shorts graced Cartoon Network's stage. An average of 16 new cartoons have premiered each year since. An additional 16 shorts will debut in 1998 under the banner of WORLD PREMIERE TOONS.

WHY: Eager to reinvigorate—and in some ways, reinvent—one of the cartoon world's most beloved formats, Hanna-Barbera and Cartoon Network are resurrecting a past tradition where a directing unit—including a director, a writer and artists—focuses on the introduction of new characters one cartoon at a time. This process was used by Warner Bros., MGM, and others to create many of the cartoon world's greatest superstars: Tom & Jerry, Bugs Bunny, Daffy Duck and Droopy Dog among them. Of course, Hanna-Barbera and Cartoon Network are infusing the process with their own twists and nuances, including a sparkling array of '90s humor. And people are taking notice. "Dexter's Laboratory" has earned the project two Emmy nominations and the half-hour series, which debuted with 13 episodes in April 1996, has been expanded to a full 52 episodes; "Cow and Chicken," a WORLD PREMIERE TOONS short that debuted in November 1995, was also nominated for an Emmy and debuts as a half-hour series in July 1997, along with fellow WORLD PREMIERE TOONS alumnus "Johnny Bravo." Finally, "Courage the Cowardly Dog" netted Cartoon Network its first Academy Award® nomination in February 1996.

WHO: Hanna-Barbera has been combing the world for young, rising, and established talent. Those signed so far include "Roger Rabbit" alumnus Pat Ventura, "Ren & Stimpy" designer Eddie Fitzgerald, international animator Bruno Bozzetto, as well as a host of fresh art school graduates from Cal Arts to Moscow.

WHERE: WORLD PREMIERE TOONS debut internationally on Cartoon Network in Asia, Europe, Latin America and the United States.

JOHNNY BRAVO

JOHNNY BRAVO

HE'S THE EPITOME OF STUDLINESS. A GIFT FROM THE GODS TO THE WOMEN OF EARTH. A PARAGON OF PHYSICAL PERFECTION - AT LEAST THAT'S WHAT JOHNNY BRAVO WANTS YOU TO THINK!

THE WAY THIS BLONDE-HAIRED, BUFF-CHESTED GUY SEES IT, HE'S A MIX OF BRAD PITT, ELVIS PRESLEY, AND HERCULES, ONLY A LOT COOLER!

PROBLEM IS, IT JUST AIN'T SO.

IF HE COULD SEE PAST HIS OWN PRETTY FACE, HE MIGHT REALIZE THAT WOMEN ARE NOT THAT THRILLED WITH HIM. NEVER-THE-LESS, HIS MAMA AND HIS PRECOCIOUS NEIGHBOR, LITTLE SUZY, ARE A BIG PART OF HIS LIFE.

JOHNNY'S HILARIOUS ONE-TRACK, NEVER-ENDING OBSESSION (AND PERPETUAL FAILURE) WITH WOMEN, HIS UNFLAGGING BELIEF IN HIS OWN SUPERIORITY, AND HIS ATTITUDE-PACKED PERSONALITY ALL ADD UP TO A SURPRISINGLY LOVABLE GUY YOU CAN'T HELP BUT ROOT FOR!

STILL, YOU MIGHT WANNA HIDE YOUR DAUGHTERS.

- CREATED BY VAN PARTIBLE
- CELEBRITY GUESTS INCLUDE FARRAH FAWCETT, ADAM WEST, DONNY OSMOND AND SCOOBY-DOO
- CELEBRITY VOICES INCLUDE JOHNATHAN WINTERS, MAUREEN McCORMICK AND BRENDA VACARRO
- 13 NEW EPISODES EXCLUSIVELY ON CARTOON NETWORK
- VOTED "#1 TOON OF THE YEAR" BY CARTOON NETWORK VIEWERS IN 1995

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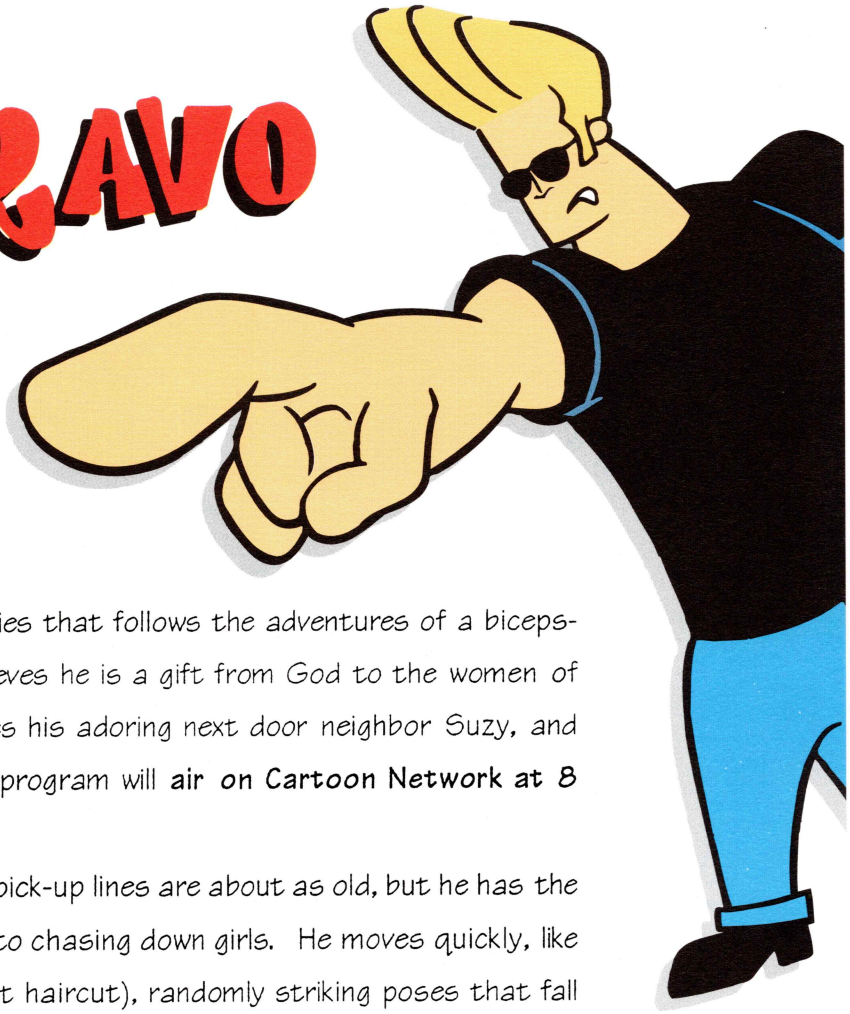
JOHNNY BRAVO



JOHNNY BRAVO
(Show Description)

JOHNNY BRAVO is a half-hour series that follows the adventures of a biceps-bulging, karate-chopping free spirit who believes he is a gift from God to the women of the earth. Johnny loves his mama, tolerates his adoring next door neighbor Suzy, and worships himself all at the same time. The program will **air on Cartoon Network at 8 p.m. (ET) on Mondays.**

Johnny Bravo talks like Elvis and his pick-up lines are about as old, but he has the persistence of "Pepe Le Pew" when it comes to chasing down girls. He moves quickly, like the "Tasmanian Devil" with style (and a great haircut), randomly striking poses that fall somewhere between Mr. Universe and a vogueing Madonna. Unfortunately, no matter what he does or where he finds himself, Johnny generally winds up his own worst enemy.

Johnny bolsters his enormous ego with a limitless exuberance that cries out for people's unbridled admiration. But Johnny's narcissistic quest for attention motivates him to do some pretty ridiculous things, especially when it comes to his Mama. Johnny will go to any lengths to oblige his mother, Bunny Bravo, if he thinks she needs his help. Johnny's tremendous sense of loyalty to his mother is equaled only to his misguided sense of chivalry toward women. In each of Johnny's adventures, it becomes more and more evident that he is neither the perfect son nor the ultimate knight in shining armor.

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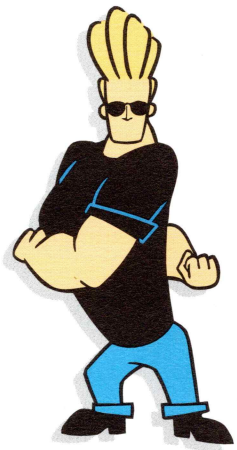

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1050 Techwood Drive Atlanta, Georgia, 30318

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In July 1997, JOHNNY BRAVO will debut as a half-hour series consisting of 13 episodes. Each episode will feature three seven-minute cartoons. One of the cartoons, *Johnny Bravo Meets...*, will feature animated versions of celebrities like Farrah Fawcett, Donny Osmond and Vendela. Created by 26-year-old Van Partible, JOHNNY BRAVO, is the third breakout series from Hanna-Barbera and Cartoon Network's *World Premiere Toons* initiative.

"The support and encouragement I have received from everyone at Hanna-Barbera Studios has been great," says Partible, "I am surrounded by funny and talented people who make coming into work each day a very enjoyable experience."

Partible got the inspiration for Johnny's name from an episode of the classic television series, *The Brady Bunch*. In the episode, entitled "Adios, Johnny Bravo," Greg Brady (Barry Williams) is forced to take the name Johnny Bravo in order to sign a record contract. Other than sharing the same name, there are few other similarities between Greg Brady's alterego and the animated version of Johnny Bravo.

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Hanna-Barbera Cartoons is one of the world's foremost creators of animation, having produced more than 6,000 animated titles, starring such now-classic characters as The Flintstones, The Jetsons, Huckleberry Hound, Scooby-Doo, Quick Draw McGraw and Jonny Quest. The current television series from the renowned animation house includes: *The Real Adventures of Jonny Quest, Dexter's Laboratory, Cow & Chicken, Cave Kids, Johnny Bravo* and numerous shorts from the "What A Cartoon!" series on Cartoon Network. Founded in 1957 by the legendary Bill Hanna and Joe Barbera, Hanna-Barbera became part of the Warner Bros. family with the October 1996 acquisition of Turner Broadcasting by Time Warner.

-MORE-

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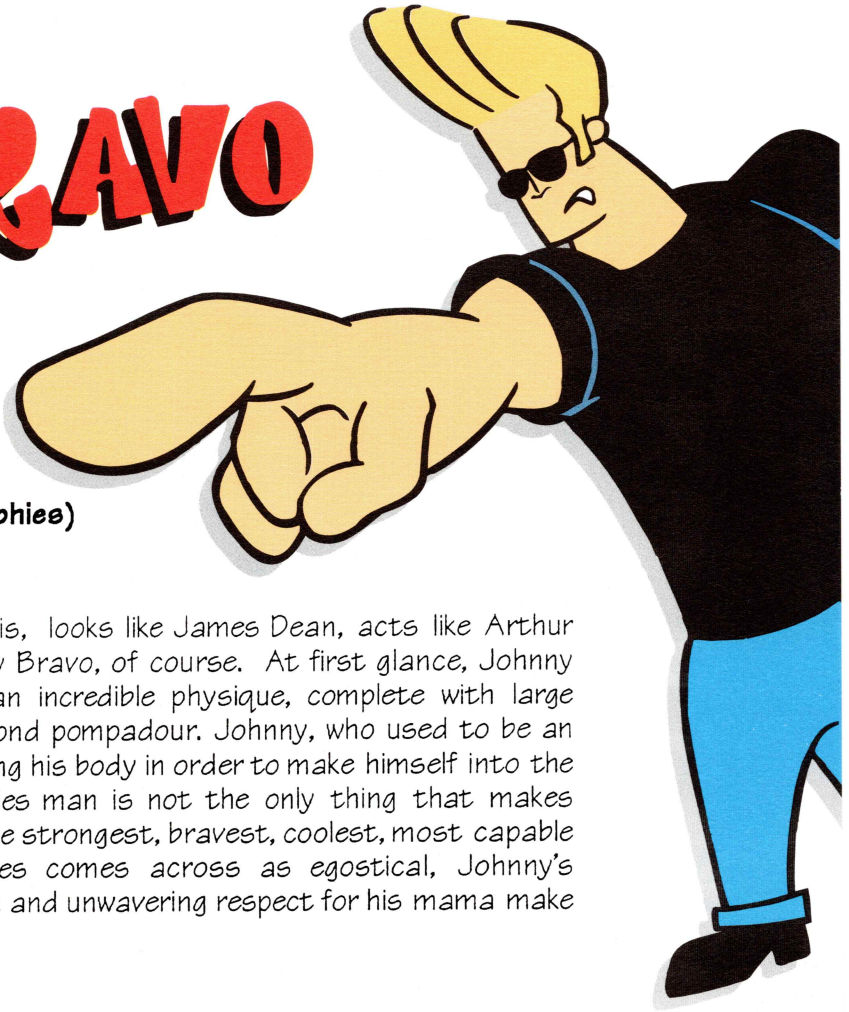
CONTACTS:

Cartoon Network	Atlanta	Joe Swaney/Paul Siefken	(404) 885-0657/0217
	Los Angeles	Karen Farris	(310)788-6903
	New York	Stanka Luna	(212) 852-6858
Hanna-Barbera.	Burbank	Cathy Cruse	(818) 954-7670

JOHNNY BRAVO

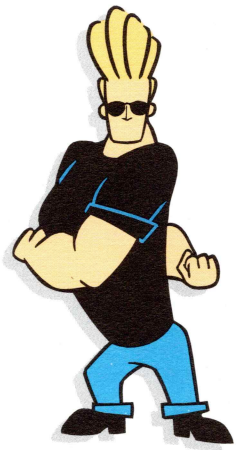


JOHNNY BRAVO
(Character Deecriptione and Voice Biographies)

JOHNNY BRAVO
What do you call someone who talks like Elvis, looks like James Dean, acts like Arthur Fonzarelli and still lives with his mom? Johnny Bravo, of course. At first glance, Johnny Bravo is an impressive individual. He has an incredible physique, complete with large muscles, chiseled features and a fabulous blond pompadour. Johnny, who used to be an 98 pound weakling, has worked hard perfecting his body in order to make himself into the ultimate girl magnet. However, being a ladies man is not the only thing that makes Johnny tick. He likes to think of himself as the strongest, bravest, coolest, most capable guy on the planet. Although he sometimes comes across as egostical, Johnny's intentions are good. His child-like enthusiasm and unwavering respect for his mama make Johnny an endearing character.

JEFF BENNETT
(Voice of Johnny Bravo)
One of the most "in-demand" character voice actors in the animation industry, Jeff Bennett has carved out memorable roles in a host of animated series. His credits include the Hanna-Barbera series *Super Secret Squirrel*, and *Captain Planet and the Planeteers*. For Warner Bros., he can be heard in *Steven Spielbeg Presents Animaniacs*, *Batman: The Animated Series*, *Steven Spielberg Presents Freakazoid!*, and *Steven Spielberg Presents Tiny Toon Adventures*. For Disney, he can be heard in *Aladdin*, *Gargoyles*, *The Little Mermaid*, and *The Mighty Ducks*.

His work outside the animation business includes commercial voice-over narration for Kellogg's, McDonald's, Pizza Hut and Mattel.



MAMA
Mama, or Bunny Bravo, is an eccentric woman with infinite energy and enthusiasm. On the occasions she decides to focus her attention on improving her son, there's no escape for Johnny. Whether Mama is inclined to help Johnny find the right woman, change the way he dresses, or adjust the manner in which he treats women, it is always a disaster waiting to happen. Mama is an irresistible force and Johnny is an immovable object. Johnny's need to be the best at everything, including best son, makes him incapable of denying Mama's whims. Whatever Mama wants, Mama gets, regardless of whether Johnny can provide it or not.

-MORE-

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BRENDA VACCARO
(Voice of Mama)

Brooklyn born Brenda Vaccaro began her prestigious career on the Broadway stage after studying at The Neighborhood Playhouse School of the Theatre. Her first role, in *Everybody Loves Opal*, earned her a Theatre World Award.

She has received three Tony Award nominations for outstanding performances in Abe Burrow's comedy, *Cactus Flower*; the George Abbott musical, *How Now, Dow Jones;* and Herb Garner's drama, *The Goodbye People*. Her most recent appearance on Broadway was opposite Alan Alda in *Jake's Women*.

Vaccaro's first feature film role was opposite Dustin Hoffman and Jon Voight in John Schlesinger's, *Midnight Cowboy*. Her other film roles include *I Love My Wife* with Elliott Gould, *Going Home* with Robert Mitchum and *Summertime* with Michael Douglas. For her work in films, Vaccaro has been nominated for an Academy Award® and has received both Golden Globe and People's Choice Awards. Most recently, Vaccaro has appeared in *The Mirror Has Two Faces*, playing Barbra Streisand's best friend.

On television, Vaccaro has starred in three series, *Paper Dolls, Dear Detective* and *Sara*. She has made guest appearances on numerous shows including *Murder, She Wrote, Touched by an Angel, Friends*, and *Golden Girls*. Her work in television has earned her an Emmy for Best Actress in a Comedy Special for *The Shape of Things*.

Vaccaro has lent her voice to numerous narrations on television and radio. She currently lives in California with her husband.

LITTLE SUZY

Johnny's next door neighbor, eight-year-old Little Suzy, is all impluse and no thought, making her the only person in Johnny's universe who is at his emotional and intellectual level. Whether Johnny likes it or not, Little Suzy has chosen him to be her playmate. With her big eyes, innocent voice and precocious manner, she is always popping up at the worst times. Her arrival adds another level of difficulty to whatever Johnny is attempting to do, be it climb a mountain or pick up women. Unfortunately for Johnny, when Little Suzy is around, the whole world can see his many imperfections.

MAE WHITMAN
(Voice of Little Suzy)

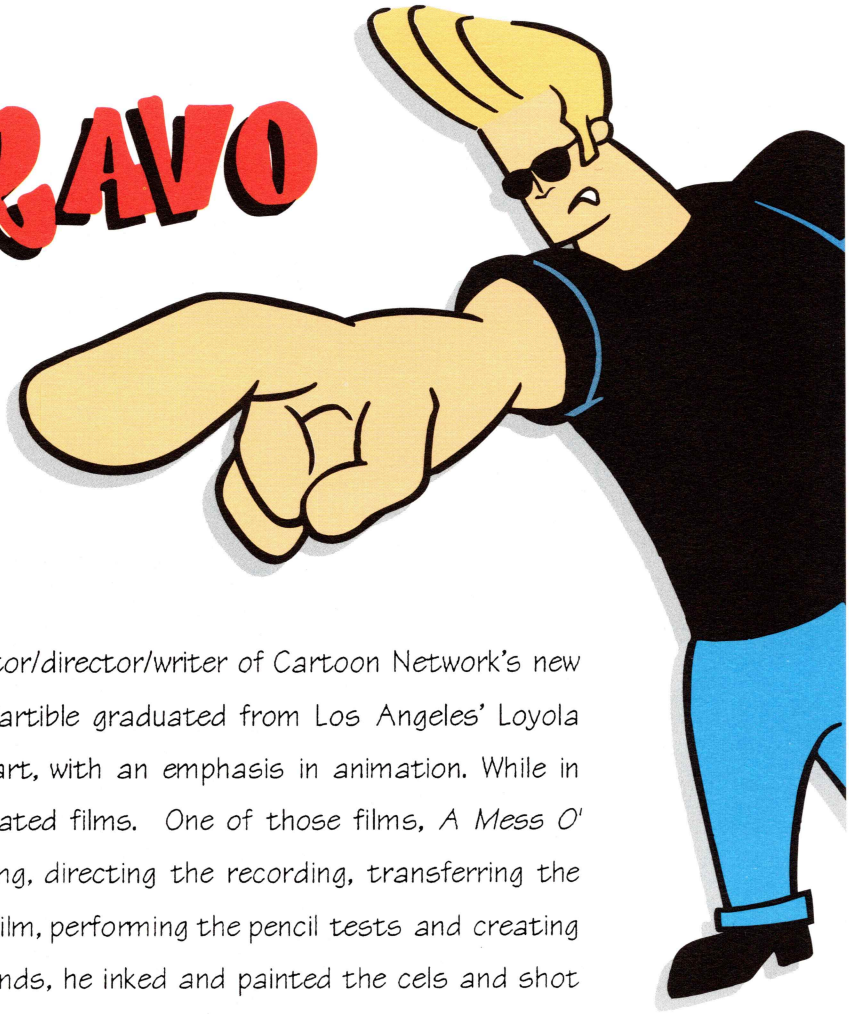
Nine-year-old Mae Whitman has already begun a promising career co-starring opposite some of Hollywood's top actors in feature films, television series and made-for-television movies.

In feature films, Whitman has co-starred with Meg Ryan and Andy Garcia in *When a Man Loves a Woman*; Matthew Modine, Randy Quaid and Paul Reiser in *Bye Bye Love;* and Bill Pullman and Mary McDonnell in *Independence Day*. She most recently co-starred opposite Michelle Pfeiffer and George Clooney in *One Fine Day*.

Whitman's television credits include *Friends, Early Edition* and *Chicago Hope*, as well as several made-for-television movies, including *Degree of Guilt, The Judds* and *After Jimmy*.

Whitman's voice work includes the portrayal of characters in several animated series including *Superman, Rotten Ralph*, and *Duckman*.

JOHNNY BRAVO



VAN PARTIBLE
(Creator/Writer/Director)

Van Partible is the 26-year-old creator/director/writer of Cartoon Network's new half-hour series, *Johnny Bravo*. In 1993, Partible graduated from Los Angeles' Loyola Marymount University where he majored in art, with an emphasis in animation. While in school, he produced and directed four animated films. One of those films, *A Mess O' Blues*, included Partible writing, storyboarding, directing the recording, transferring the dialogue to exposure sheets, animating the film, performing the pencil tests and creating backgrounds. With a little help from his friends, he inked and painted the cels and shot the film.

After viewing one of his senior films, Hanna-Barbera approached Partible to develop a project for Cartoon Network's *World Premiere Toons*. That project resulted in three seven-minute shorts, two of which were based on his "Johnny Bravo" character, a man with big muscles and even bigger hair who has continually proves to be his own worst enemy. After it's initial airing, *Johnny Bravo* was voted the number-one favorite among viewers and plans were made to expand the short into a half-hour series. His third short, *Jungleboy*, stars a little boy with the manners of an Eagle Scout and the strength of a superhero.

Partible still finds it hard to believe he's making a living as an animator. "This is not work," he says. "I mean, I'm working with all these people who have been in the business for so long. They have so much to offer, and I'm this guy who didn't know anything."

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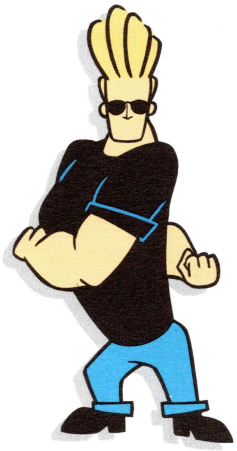

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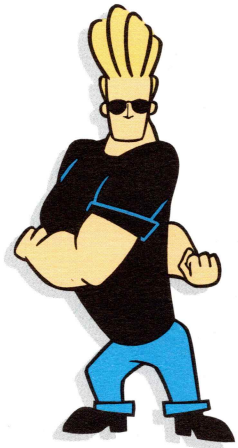
JOHNNY BRAVO

JOHNNY BRAVO
(Production Credits)

JOHNNY BRAVO is a half-hour series that follows the adventures of a biceps-bulging, karate-chopping free spirit who believes he is a gift from God to the women of the earth. Johnny loves his mama, tolerates his adoring next door neighbor Suzy, and worships himself all at the same time. The program will air on Cartoon Network at 8 p.m. (ET) on Mondays.

Creator/Supervising Director	Van Partible
Executive Producer	Sherry Gunther
Producers	Cos Anzilotti
	Byron Vaughns
Line Producer	Kara Vallow
Unit Production Manager	Patricia Gatz
Unit Production Coordinator	Diana Ritchey
Directors	Butch Hartman
	John McIntyre
	Rumen Petkov
Writers	Butch Hartman
	Seth MacFarlane
	Steve Marmel
Story Editor	Michael Ryan
Executive in Charge of Production	Brian Miller



Voice-Over Cast:	
Johnny Bravo	Jeff Bennett
Bunny Bravo (Mama)	Brenda Vaccaro
Little Suzie	Mae Whitman

-30-

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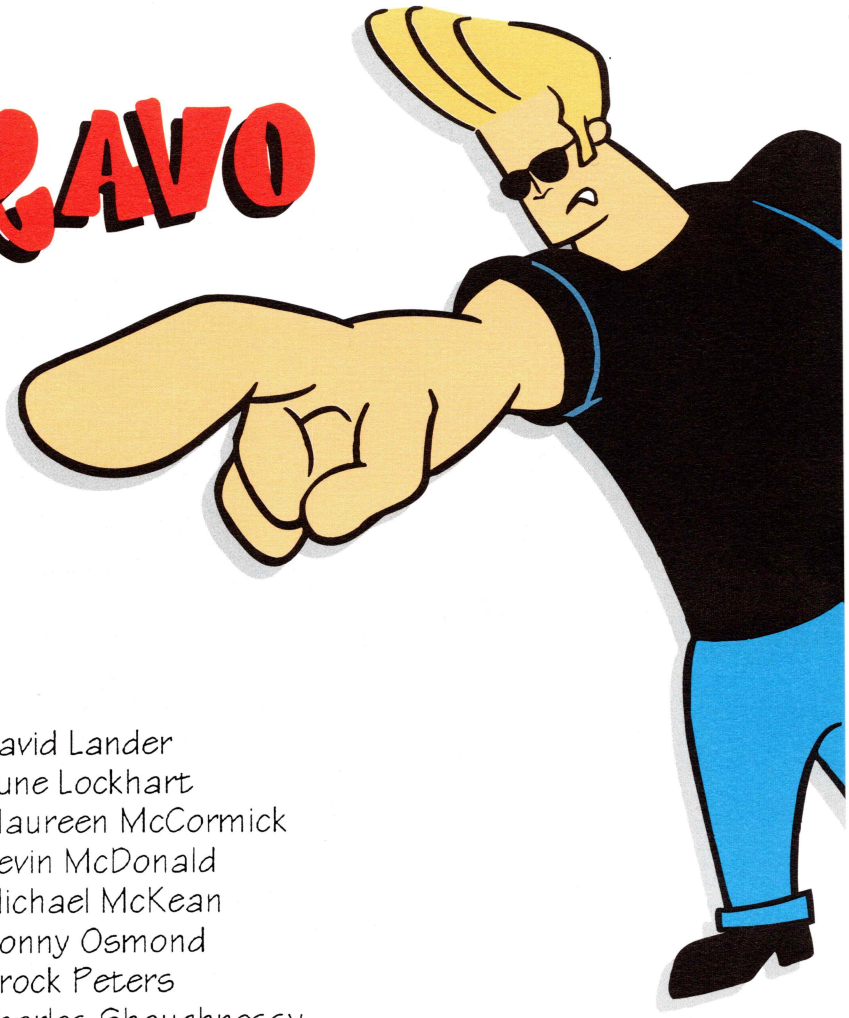
JOHNNY BRAVO



JOHNNY BRAVO
(Guest Celebrities)

John Astin
Mayim Bialik
Tom Bosley
Gabrielle Carteris
Chuck D
Andy Dick
Michael Dorn
Casey Kasem
Farrah Fawcett
Solie Moon Frye
Frank Gorshin
Mark Hamill
Michael Jeter
Montel Jordan
David Lander
June Lockhart
Maureen McCormick
Kevin McDonald
Michael McKean
Donny Osmond
Brock Peters
Charles Shaughnessy
Jack Sheldon
Rick Springfield
Vendela
Adam West
Jonathan Winters
Daphne Zuniga

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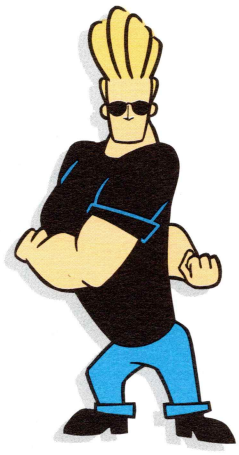

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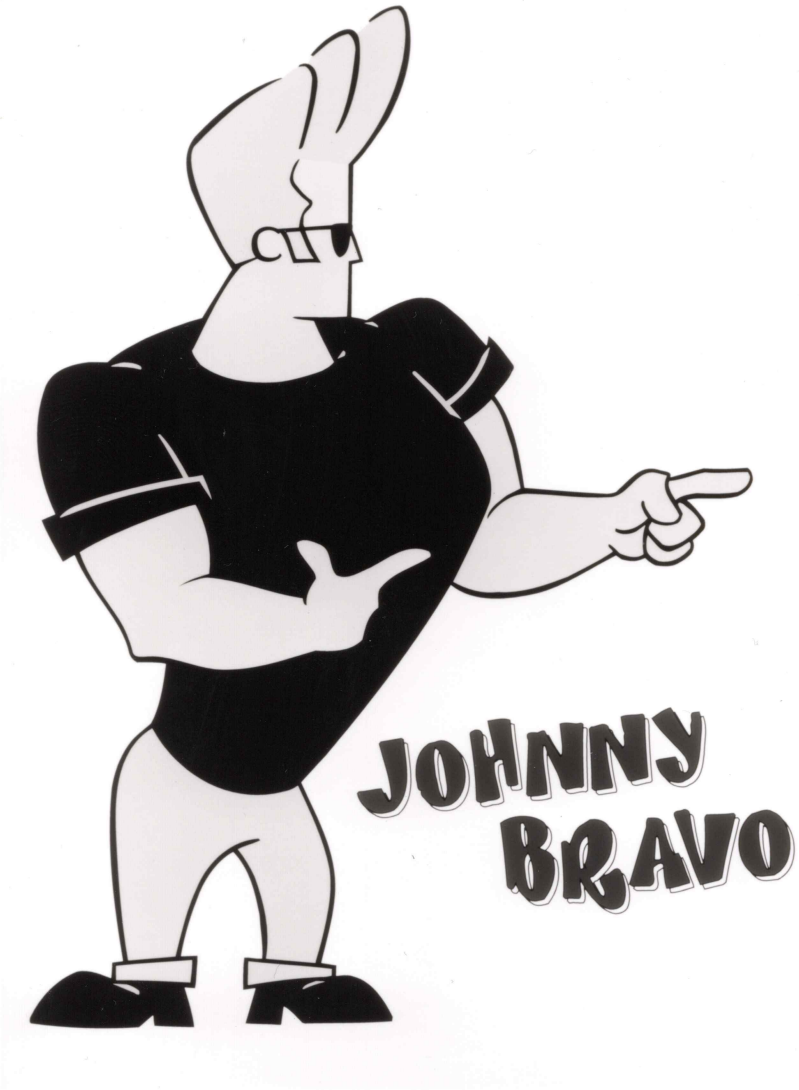
THE HOLLYWOOD REPORTER
February 25, 1997
TELEVISION

Funny New Things on Cable

"Johnny Bravo" (Cartoon Network). Time appears to stand still in "The Day the Earth Didn't Move Around Very Much" — what promises to be one of the funniest new animation entries. "If it isn't funny, it's just animated, not a cartoon," says network vp original animation Linda Simensky, who hopes "Bravo," Cartoon's fourth original effort, will "appeal to people who wouldn't be tuning in for animation." *Series debuts In July.*



JOHNNY BRAVO

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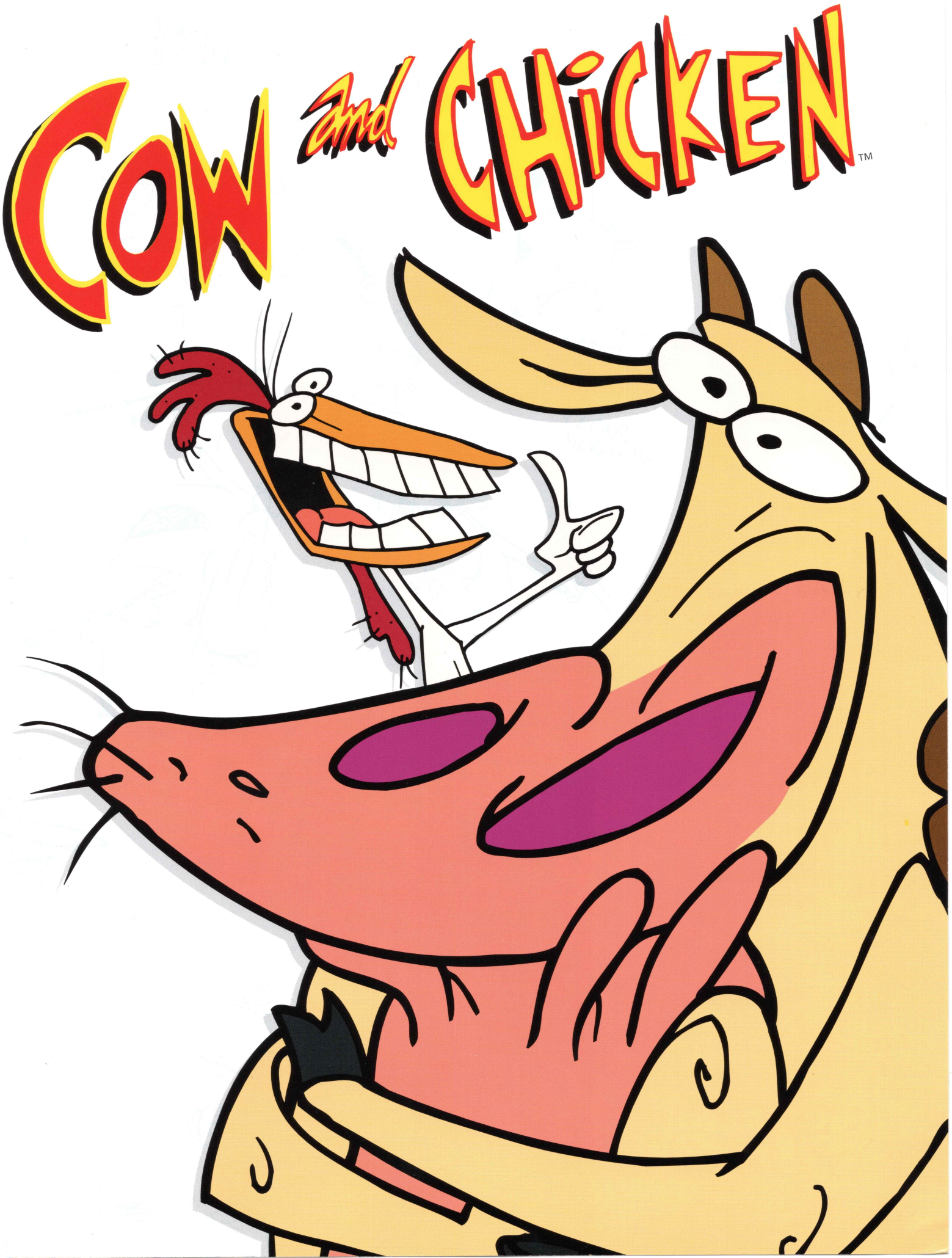
COW and CHICKEN™

COW and CHICKEN™

This is a cartoon that really captures the American Dream. A nice house. A picket fence. Mom & Dad. A 460-pound Cow and a Chicken with attitude.

Cow loves her big brother, Chicken, and has a hard time understanding why he tries to avoid her at school. Sure, he cares about his sister, but he needs to look cool in front of the guys — and that's tough to do when you're being smothered by udders.

Chicken's bravado often gets him in trouble. Fortunately for him, Cow is blessed with a strong-willed alter ego, a Spanish-speaking Supercow that saves the day in times of despair.

It's a slice of life (a pretty weird slice) about your average brother and sister relationship. You'll laugh. And you might be able to say it all makes sense to me — even the part about hearty dinners of pork butts and taters flung by catapult.

- Created by David Feiss (human)
- 1996 Prime-Time Emmy® Award Nominee
- 1996 Annie Award Winner
- 26 new episodes exclusively on Cartoon Network

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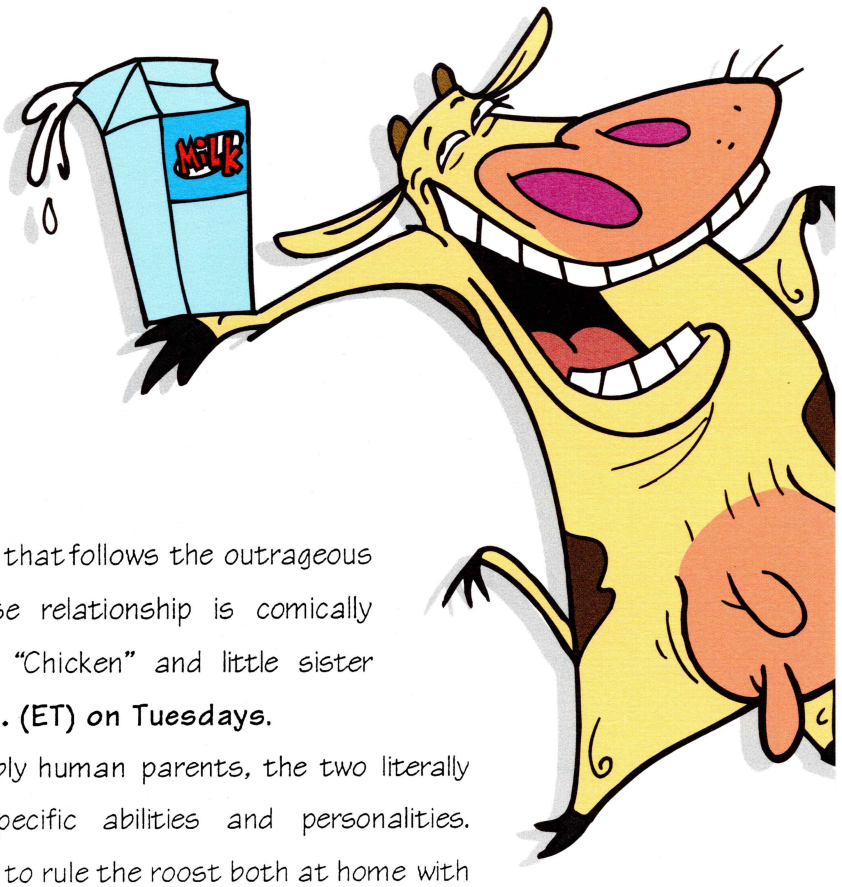
COW and CHICKEN™



COW & CHICKEN
(Show Description)

COW & CHICKEN is a half-hour series that follows the outrageous antics of a surreal pair of siblings whose relationship is comically underscored by their identity—big brother "Chicken" and little sister "Cow," **airing on Cartoon Network at 8 p.m. (ET) on Tuesdays.**

Although they were born to presumably human parents, the two literally named youngsters exhibit very species-specific abilities and personalities. Chicken, an eleven-year-old male chicken, tries to rule the roost both at home with his sister Cow and at school among his friends, Flem and Earl. Chicken's pugnacious attitude frequently gets him into trouble, and that's when Cow, a genial and robust seven-year-old heifer, daintily steps in to bail him out—as "Supercow," her Spanish speaking fantasy alterego. Like most elementary-aged siblings, the two farm animals share a sincere affection for each other, despite their constant verbal banter and many misadventures in an all-human world.

Starting in July 1997, COW & CHICKEN, already Emmy-nominated as a cartoon short from Hanna-Barbera and Cartoon Network's *World Premiere Toons* project, will debut 26 episodes during the 1997-1998 season.

Thirty-eight year-old veteran animator David Feiss, creator of COW & CHICKEN, jokes that he has constructed a cartoon which "captures the 'American Dream'—a nice house with a white picket fence, a loving father, a doting mother and two kids who just happen to be a 460 lb. cow and a chicken with an attitude."

-MORE-

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Each of the series' half-hour episodes will consist of three seven-minute shorts, two featuring the series' stars Cow and Chicken and a third entitled *I Am Weasel*. *I Am Weasel* is about the fabulous exploits of the internationally famous genius, I.M. Weasel, and his insanely jealous and mentally short-changed arch rival I.R. Baboon.

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Hanna-Barbera Cartoons is one of the world's foremost creators of animation, having produced more than 6,000 animated titles, starring such now-classic characters as The Flintstones, The Jetsons, Huckleberry Hound, Scooby-Doo, Quick Draw McGraw and Jonny Quest. The current television series from the renowned animation house includes: *The Real Adventures of Jonny Quest, Dexter's Laboratory, Cow & Chicken, Cave Kids, Johnny Bravo* and numerous shorts from the *World Premiere Toons* series on Cartoon Network. Founded in 1957 by the legendary Bill Hanna and Joe Barbera, Hanna-Barbera became part of the Warner Bros. family with the October 1996 acquisition of Turner Broadcasting by Time Warner.

Turner Broadcasting System, Inc., a subsidiary of Time Warner Inc., is a major producer of news and entertainment product around the world and the leading provider of programming for the basic cable industry.

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CONTACTS:

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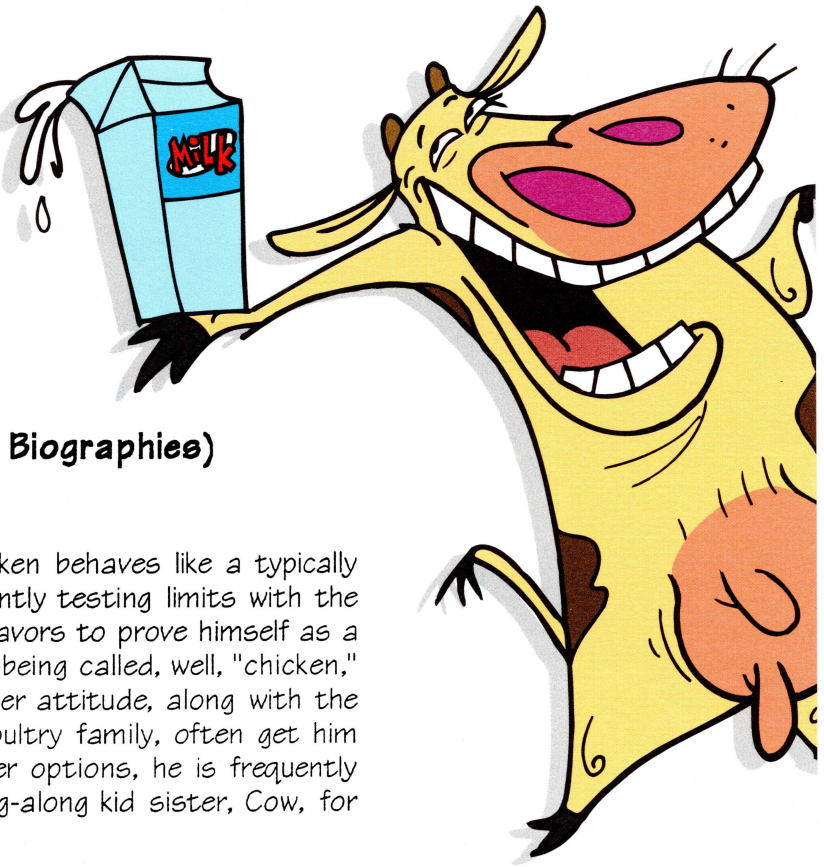
	Los Angeles	Karen Farris	(310)788-6903
	New York	Stanka Luna	(212) 852-6858
Hanna-Barbera	Burbank	Cathy Cruse	(818)954-7670

COW and CHICKEN™



COW & CHICKEN
(Character Descriptions and Voice Biographies)

CHICKEN
Despite the obvious species incongruity, Chicken behaves like a typically rambunctious 11-year-old human boy. Constantly testing limits with the full fury of surging adolescence, Chicken endeavors to prove himself as a tough, street-smart ruffian. Anxious to avoid being called, well, "chicken," he'll take any dare his friends offer. His cavalier attitude, along with the physical disadvantages of belonging to the poultry family, often get him into big trouble. When he is left with no other options, he is frequently forced to swallow his pride and look to his tag-along kid sister, Cow, for assistance.

COW
At seven-years-old, Cow has already achieved physical bovine maturity, as evidenced by her well pronounced udders; however, she maintains the emotional innocence of a little girl. Cow idolizes her big brother Chicken and loves to accompany him on his ill-fated adventures. Although she can be prissy and tends to whine, Cow is also selfless when it comes to her family, giving of herself, literally, to repeatedly fill the milk carton when it gets low. She also possesses a courageous spirit that occasionally reveals itself in the form of Supercow—a fearless Spanish speaking cow who uses her tremendous weight and protruding teats to rescue her brother from whatever predicament he's gotten himself into.

CHARLIE ADLER
(The Voice of Cow, Chicken and I. R. Baboon)

An accomplished actor, Charlie Adler segued from a Broadway career to become one of the most sought-after voice-over artists in the animation industry. Among his theatre credits, Adler starred on Broadway in *Torch Song Trilogy*, for which he received enormous critical acclaim from 1984-85. More recently, Adler wrote and starred in *There Used to Be Fireflies* at Theatre/Theater in Los Angeles. In the one-act play, he portrayed 11 diversely different characters ranging from a gentle homeless person with an undying love for an Angelyne-like billboard figure to an aging actor whose career was ruined by the McCarthy era blacklisting to a pregnant skinhead.

-MORE-

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Adler's voice has been used in a myriad of animated television series including *Steven Speilberg Presents Tiny Toon Adventures, Earthworm Jim, Santo Bugito, Smurfs, G.I. Joe, Aaah! Real Monsters,* and *Rocko's Modern Life.* His animated feature film roles include *The Little Mermaid, Aladdin* and *Cool World.*

In addition, Adler has been featured on-camera in *The Redd Fox Show,* the PBS series *Then and Now* and the made-for-television movie *Star Struck.*

I. M. WEASEL

I.M. Weasel is just the opposite of everything you think a weasel would be. He's dignified, generous, patriotic, and brilliant—with a deep, manly voice to top it all off. I.M. Weasel has just the right combination of rumbling machismo and modest heroism to be a winner, no matter what he does. From acting as the world's greatest engineer, to performing expert surgery, to pinch-hitting for the Detroit Tigers, there is nothing this weasel can't do. Why? His answer is self-evident: "I Am Weasel!" Armed with only his intelligence, and an indefatigable nobility, I.M. Weasel has just enough skill to succeed, just enough luck to always come out on top, and just enough charm that you love to see him in action.

MICHAEL DORN

(The Voice of I. M. Weasel)

As the voice of I.M. Weasel, Michael Dorn lends his unmistakably rich, deep baritone voice to one of Cartoon Network's newest unlikely heroes, a weasel. Best known for his portrayal of Lt. Commander Worf on the hit syndicated series *Star Trek: The Next Generation* and *Star Trek: Deep Space Nine,* Dorn has spent the majority of his television career under heavy make-up and prosthetics.

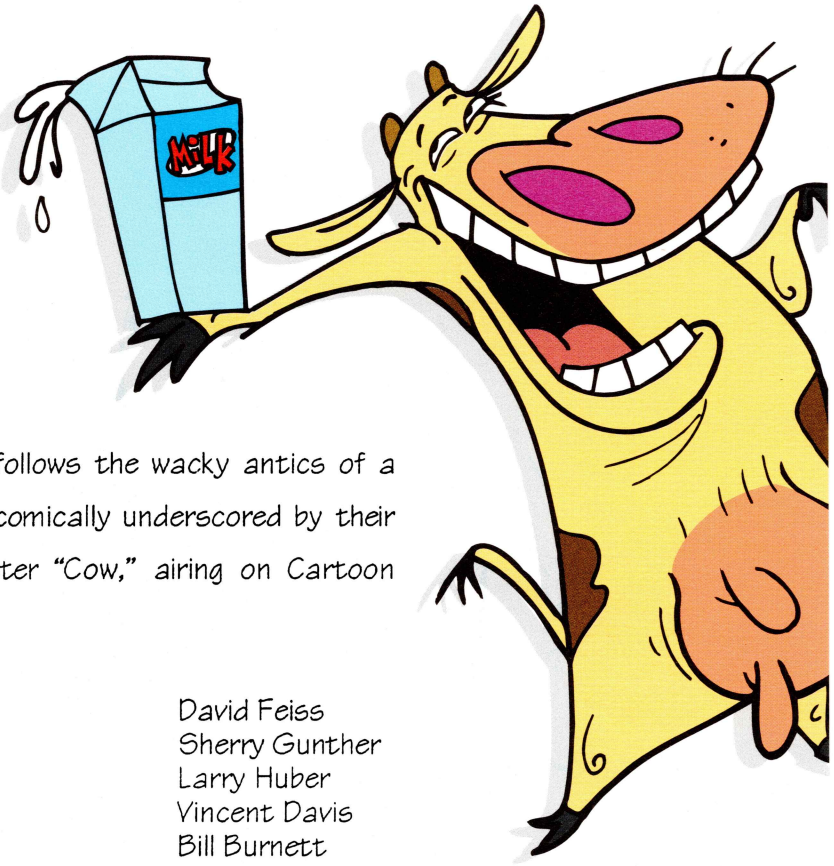
Though it has been through the successful Star Trek franchise that Dorn has found his greatest success, he had an active career prior to being cast as Worf. For three seasons, he co-starred as Officer Jed Turner on the popular ABC series *CHiPs* and has done numerous guest-star turns in prime-time episodics like *Knot's Landing* and *Falcon Crest.*

Though his acting and voice-over work leave him little leisure time, Dorn spends the small amount he has in his twin engine military training jet, a T-33 he flies to air shows around the country and uses as the ultimate private getaway.

I. R. BABOON (Voiced by Charlie Adler)

Regardless of how hard I.R. Baboon tries, he can never beat I.M. Weasel. Insanely jealous, I.R. Baboon constantly strives to out-perform his benevolent nemesis, but he is always done in by his own stupidity. I.R. Baboon's bumbling attempts to gain respectability are as impeded as his infantile speech pattern, and his frustration is further compounded when his hapless pursuit of praise and glory only serves to augment the heroic status enjoyed by I.M. Weasel. Through it all, I.R. Baboon still possesses that endearing quality inherent in every lovable loser.

COW and CHICKEN™



COW & CHICKEN
(Production Credits)

COW & CHICKEN is a half-hour series that follows the wacky antics of a surreal pair of siblings whose relationship is comically underscored by their identity—big brother "Chicken" and little sister "Cow," airing on Cartoon Network at 8 p.m. (ET) on Tuesdays.

Creator/Supervising Director	David Feiss
Executive Producers	Sherry Gunther
	Larry Huber
Creative Producer	Vincent Davis
Story Editor	Bill Burnett
Writer	Richard Pursel
Line Producer	Selma Gladney
Associate Producer	Debby Hindman
Production Manager	Sylvia Edwards
Production Coordinators	Louis J. Cuck
	Diana Ritchey
Directors	Robert Alvarez
	Robin Steele
Unit Production Assistant	Pete Nicholls
Executive in Charge of Production	Brian Miller

Voice-Over Cast:

COW & CHICKEN	
Cow, Chicken, and the Red Guy	Charlie Adler
Mom	Candi Milo
Dad	D. Bradley Baker
Flem	Howard Morris
Earl	Dan Castellanta
I AM WEASEL	
I.M. Weasel	Michael Dorn
I.R. Baboon	Charlie Adler

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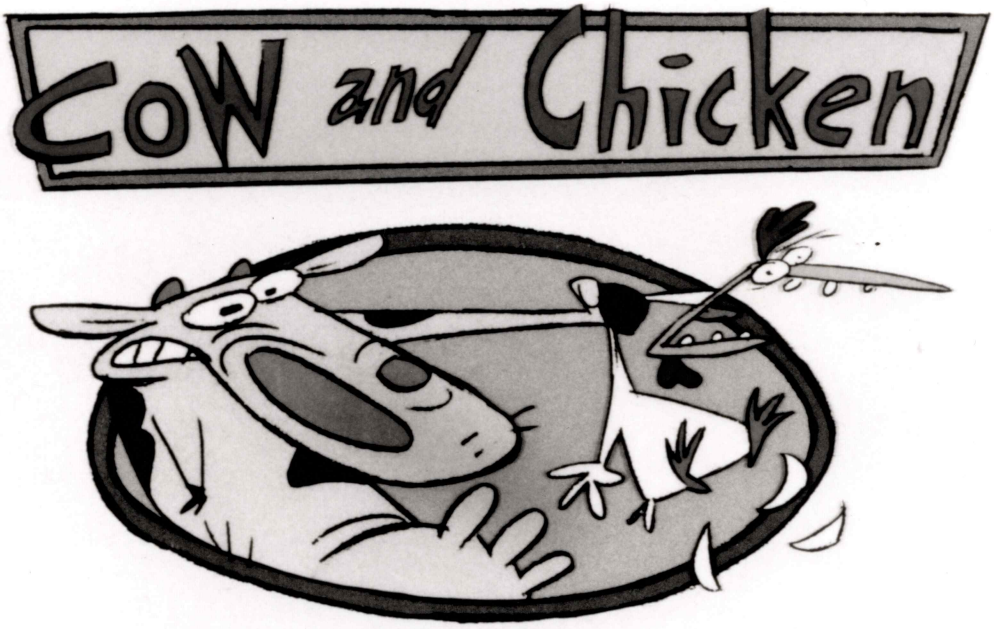

COW & CHICKEN

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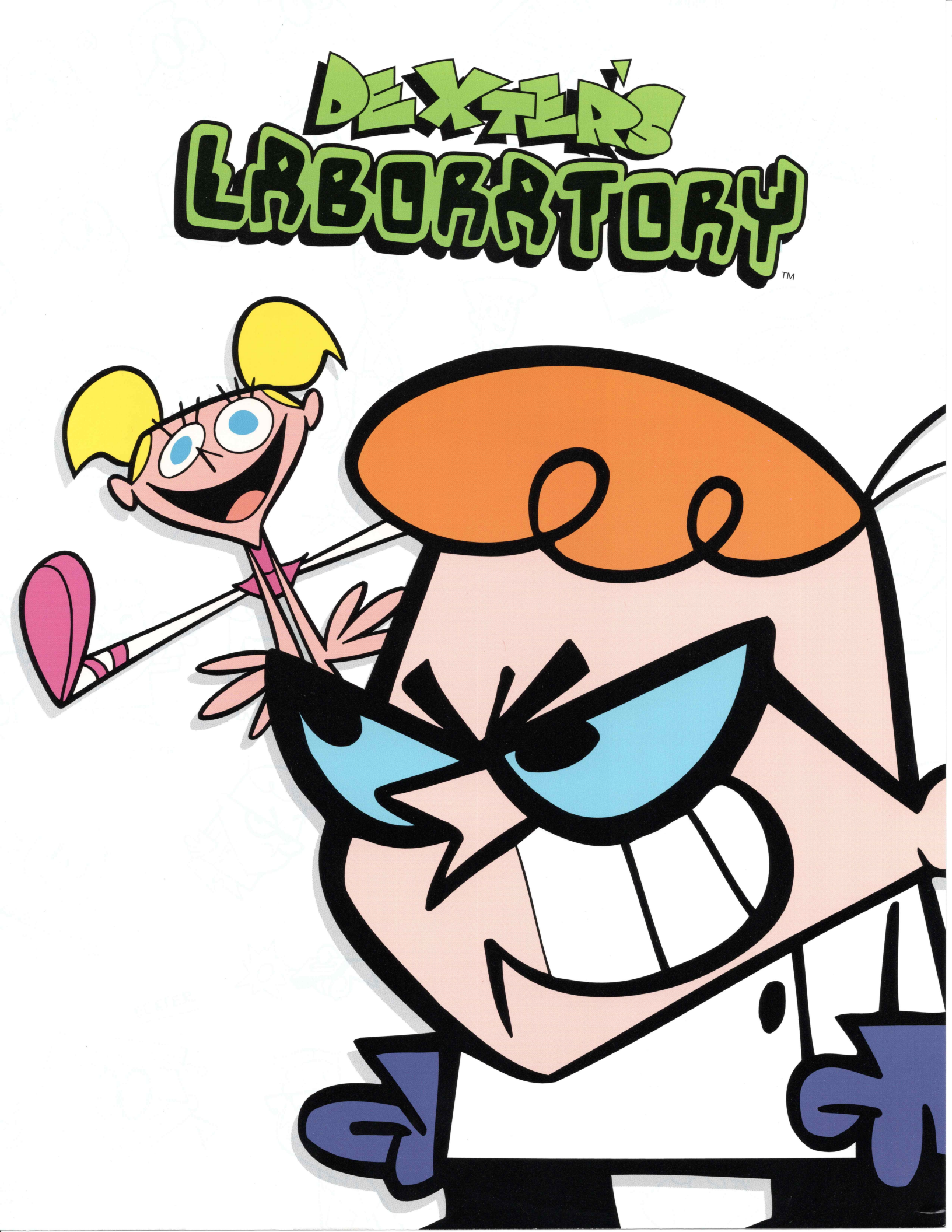
DEXTER'S
LABORATORY
TM

DEXTER'S LABORATORY™

Dexter is a genius. He's fired up for physics. Intrigued by ions. He's all for -ologies. From his bedroom, Dexter accesses his enormous laboratory devoted to all sciences. He studies subatomic phenomena and expands on the de Broglie principle with a mad devotion.

Fortunately, Dexter's hunky-dory mom and dad aren't so curious. They have yet to discover the enormous science facility in their house. His big sister Dee Dee, however, has found her way in and makes a habit of innocently bungling Dexter's ongoing experiments.

Dressed in her ballet outfit and armed with science-defying smarts, Dee Dee annoys Dexter to the Nth degree. Her pesky and fun-loving attitude plays havoc with Dexter's well-ordered world.

High-technology and this hot-tempered little boy result in a fascinating synthesis of action, adventure and comedy.

- **Created by Genndy Tartakovsky**
- **1995 and 1996 Prime Time Emmy® Award Nominee**
- **1995 Annie Award**
- **Voted "#1 Toon of the Year" by Cartoon Network viewers in 1996**
- **52 episodes to be completed through 1998**
- **Cartoon Network's highest rated show for 1996 among K6-11**

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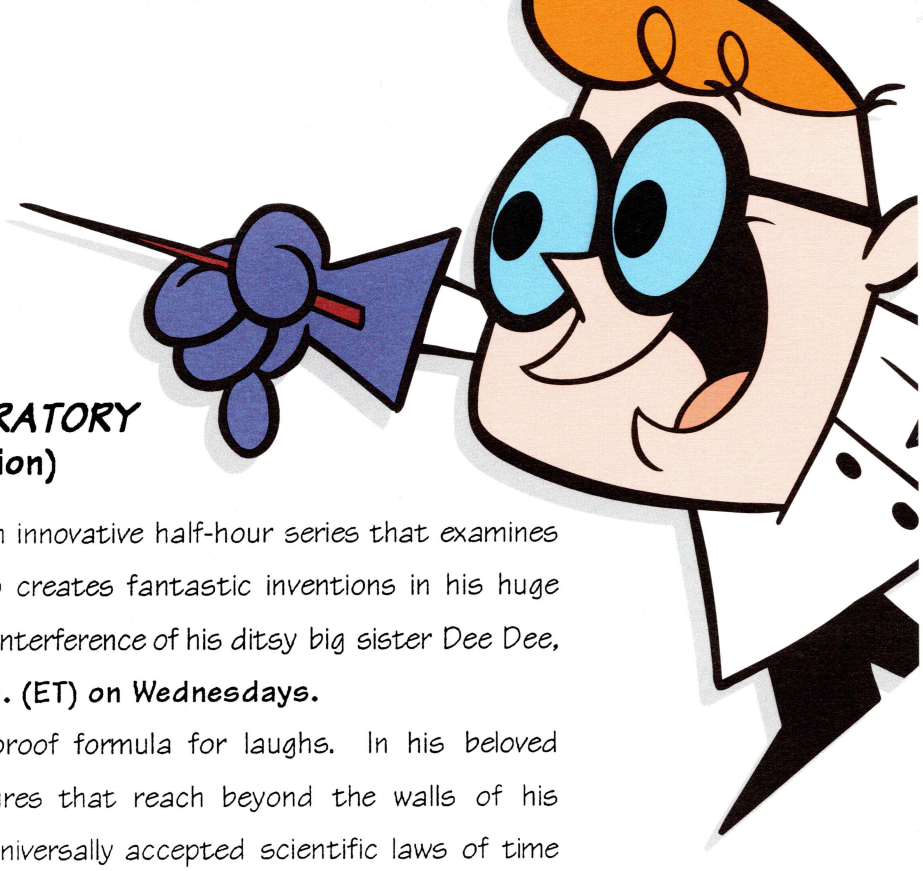

DEXTER'S LABORATORY
(Show Description)

DEXTER'S LABORATORY is an innovative half-hour series that examines the life of Dexter, the boy genius who creates fantastic inventions in his huge bedroom laboratory despite the pesky interference of his ditsy big sister Dee Dee, **airing on Cartoon Network at 8 p.m. (ET) on Wednesdays.**

Dexter has developed a fool-proof formula for laughs. In his beloved laboratory, Dexter cooks up adventures that reach beyond the walls of his upstairs bedroom, often defying the universally accepted scientific laws of time and space. His limitless resources, however, have yet to provide the solution to his greatest obstacle and number one test subject, Dee Dee. Dee Dee's minuscule mental capacity in no way mirrors her phenomenal ability to wreak havoc in the structured life of her bespeckled younger brother.

Though their entanglements usually originate in Dexter's laboratory, their ludicrous exploits often take them much further--into other dimensions, to the far reaches of space, and even to the ruthless world of the school playground. But wherever Dexter's experiments may lead, the quarrelsome siblings always find their way back home, where time machines, secret formulas and frightening creatures from other worlds mean little to their dish-glove wearing mother who expects them to brush their teeth, clean their rooms and be in bed by nine o'clock.

In July 1997, Dexter will unveil 39 all-new half-hour television experiments to the Cartoon Network scientific community. The outlandish world of DEXTER'S LABORATORY will re-invent itself every Wednesday night at 8 p.m. (ET) with even more ground-breaking discoveries in the fields of sibling rivalries, classroom conundrums and old-fashioned family chemistry.

-MORE-

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DEXTER'S LABORATORY debuted as a series in April 1996 as the first breakout star of Hanna-Barbera's *World Premiere Toons* project. Nominated for a Prime-Time Emmy Award in both 1995 and 1996, DEXTER'S LABORATORY was Cartoon Network's highest rated program in 1996.

DEXTER'S LABORATORY is created by 27-year-old Genndy Tartakovsky. Each episode includes two DEXTER'S LABORATORY shorts and a third related short—either *Justice Friends* or *Dial M For Monkey*. *Justice Friends* is about a group of super heroes challenged more by the problems of living together than by the evil forces that threaten the world. The star of *Dial M For Monkey* is, of course, "Monkey," a superpowered, crime-fighting primate who sets out to save the world when Dexter isn't looking.

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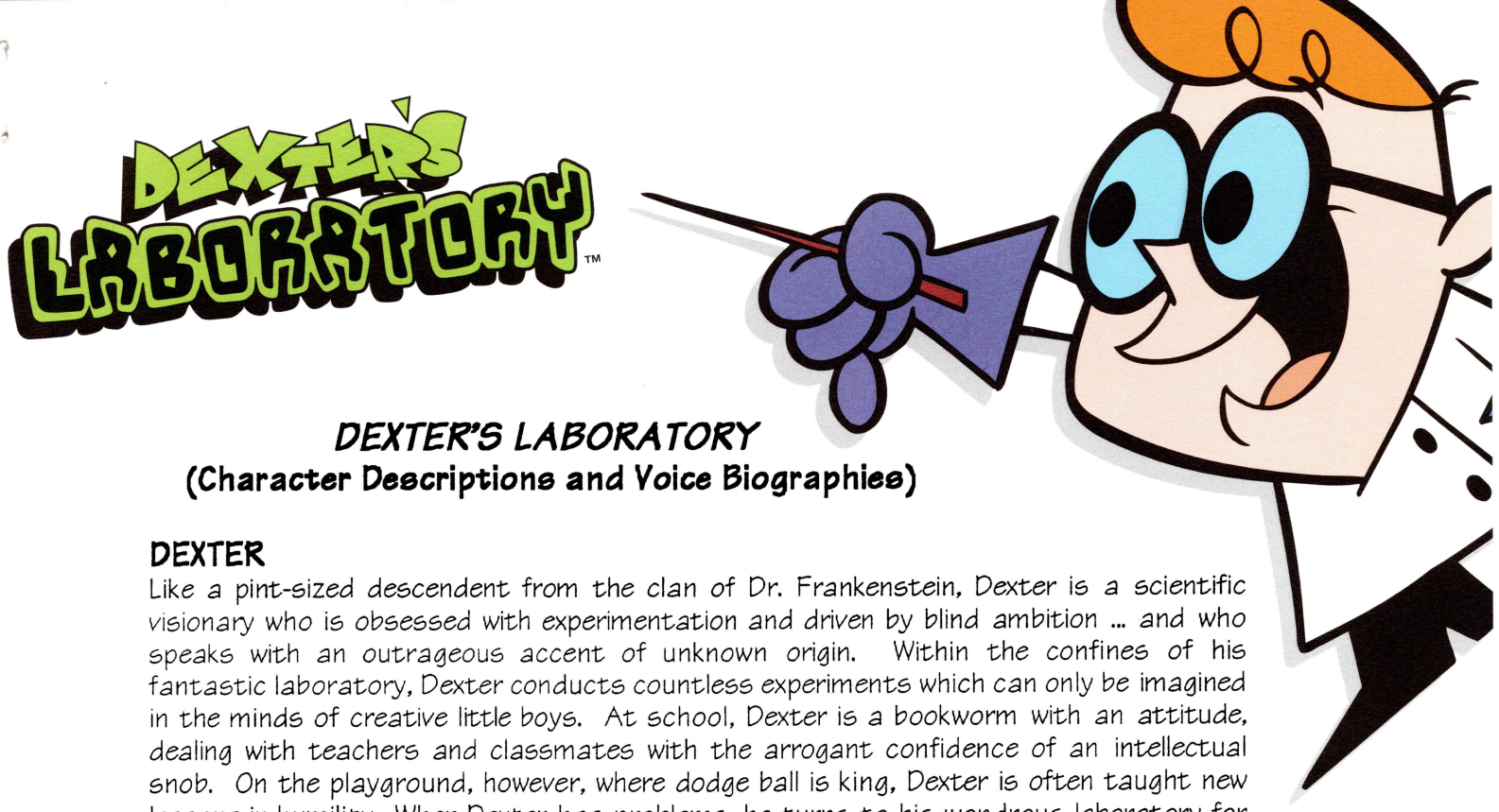
Hanna-Barbera.	Burbank	Cathy Cruse	(818) 954-7670



DEXTER'S LABORATORY
(Character Descriptions and Voice Biographies)

DEXTER

Like a pint-sized descendent from the clan of Dr. Frankenstein, Dexter is a scientific visionary who is obsessed with experimentation and driven by blind ambition ... and who speaks with an outrageous accent of unknown origin. Within the confines of his fantastic laboratory, Dexter conducts countless experiments which can only be imagined in the minds of creative little boys. At school, Dexter is a bookworm with an attitude, dealing with teachers and classmates with the arrogant confidence of an intellectual snob. On the playground, however, where dodge ball is king, Dexter is often taught new lessons in humility. When Dexter has problems, he turns to his wondrous laboratory for the solution. But interdimensional gateways, space probes and robot warriors cannot solve Dexter's Achilles' heel—the frantic lunacy of his ditsy big sister Dee Dee.

CHRISTINE CAVANAUGH
(The Voice of Dexter)

Best known for her portrayal of "Babe," the talking pig, from the 1995 Academy Award®-nominated film of the same name, Christine Cavanaugh is also the voice of Dexter in Cartoon Network's Emmy-nominated cartoon series *Dexter's Laboratory*.

One of America's foremost contemporary voice actors, Cavanaugh's other animation credits include "Chuckie" the baby boy of *Rugrats*; "Bunny" on *Sonic the Hedgehog*; "Gosalyn" on *Darkwing Duck*, "Oblina" on *Ahh! Real Monsters*; "Carol" on *Sing Me A Song* and "Marty" on *The Critic*. She has also done the voice of "Cathy" in Cathy Guisewite's animated version of her syndicated comic strip.

Cavanaugh's on-screen credits include guest-starring roles on *Cheers, Bob, Empty Nest, Wings, Herman's Head* and the continuing role of "Mona Tibbs" on Nickelodeon's *Salute Your Shorts*. Last year she co-starred in USA Network's telefilm *Down And Out And Dangerous* with Richard Thomas and Bruce Davison.

On the big screen, she has starred in the Academy Award-nominated live-action short *Little Surprises*, which marked the directorial debut of actor Jeff Goldblum. Currently, she can be seen starring in *Soulmates*, an independent film written and directed by Duane Clark, son of Dick Clark. A native of Utah, Cavanaugh now makes her home in Los Angeles.

-MORE-

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DEE DEE

Loaded with sugar and oozing with spice, Dee Dee inherited way too much of what little girls are made of. She is playfully mischievous and sometimes maddeningly inquisitive, especially when it comes to Dexter's experiments. But despite Dexter's complaints that she constantly upsets his delicate calculations with her ridiculous prancing, Dee Dee remains Dexter's number one guinea pig. Whether she's receiving a brain transplant, being sent back in time or being turned into a variety of barn yard animals, Dee Dee maintains her giddy disposition. And like any good big sister, she also can be Dexter's head cheerleader—protecting her younger sibling from neighborhood bullies, rival boy geniuses and, most of all, himself.

KAT CRESSIDA

(The Voice of Dee Dee)

In addition to being the voice of Dexter's hyper-kinetic sister "Dee Dee," Cressida is also the official voice of "Wonder Woman" for DC Comics/Warner Bros. and can be heard as the voice of both "Kaz" and "Terra" for the popular animated series *Bit the Cupid*.

She made her feature film debut opposite John Lithgow in *Love, Cheat & Steal*, and her Los Angeles stage debut as Leo Tolstoy's mischievous Gypsy mistress "Katia" in *Loco Motives* at Sony Studios. Her TV debut was as a recurring sketch player on *The Tonight Show with Jay Leno*, and she has guest starred on several television series, including *Ellen, Diagnosis: Murder, The Crew, The Naked Truth*, and *Murder She Wrote*.

She also recently starred in the title role opposite Stockard Channing and Michael York in the celebrity reading of *Magda's Story*, sponsored by Steven Spielberg, and directed by Nicholas Meyer.

Middle Cartoon—*Dial M For Monkey/Justice Friends*

(Character Descriptions and Voice Biographies)

Dial M For Monkey

MONKEY

Monkey is the intergalactic defender of the universe. He is a superhero utilizing his many powerful abilities to fight the threatening super-natural evil doers of the cosmos. But he also lives a regular life in Dexter's laboratory as a regular test monkey.

-MORE-

FRANK WELKER

(The Voice of Monkey and The Infraggable Krunk)

Frank Welker, known as much for his vocal prowess as for his acting abilities, has lent his talents as a voice-accentuator, impersonator and sound-alike to numerous live-action films, including *Raiders of the Lost Ark*, *Homeward Bound: The Incredible Journey*, *City Slickers*, *The Addams Family*, and television programs such as *X-Files*, *Northern Exposure*, *Dr. Quinn, Medicine Woman* and Darwin the dolphin on *Sea Quest, DSV*.

His myriad of cartoon voices include characters in *The Real Ghostbusters*, *The Muppet Babies*, *The Simpsons*, *Steven Spielberg Presents Tiny Toon Adventures* and *Steven Spielberg Presents Animaniacs*. Most recently, Welker is lending his talents as "the best dog-impressionist in the business" to Warner Bros. new animated series *Road Rovers*.

Welker has recorded several hundred radio and television commercials for companies such as Kelloggs, Raid, Keebler, Dreyers, McDonalds, Mattel, Pepsi, Toyota and Taco Bell.

Justice Friends

THE INFRAGGABLE KRUNK (voiced by Frank Welker)

The Infraggable Krunk is a hulking, super strong, beast of a man with a heart to match his girth, and a brain with the girth of a match.

MAJOR GLORY

As a patriotic hero, Major Glory fights for truth, justice and the old red, white and blue. As an uptight, compulsive clean freak, he's got a dazzling smile and minty fresh breath.

ROB PAULSEN

(The Voice of Major Glory)

Rob Paulsen can be heard as the voice of many extremely popular cartoon characters. Currently he serves as the voice of "Pinky" in two Warner Bros. series—*Steven Spielberg Presents Pinky and the Brain* and *Steven Spielberg Presents Animaniacs*. Additionally, Paulsen is the lead character in the animated series *The Mask* (based on the popular feature film which starred Jim Carrey), "Arthur" in *The Tick*, "Raphael" on the popular *Teenage Mutant Ninja Turtles* animated strip, "Throttle" in the animated show *Biker Mice From Mars*, "Antoine" on *Sonic the Hedgehog*, "Max" in the animated series *Mighty Max* and "Squishington" in the stop-motion program *Bump in the Night*. He also voices several other Warner Bros. characters in *Taz-Mania* and *Steven Spielberg Presents Tiny Toon Adventures*.

Paulsen has had on-camera roles in numerous motion pictures, including *Body Double*, *Eyes of Fire*, *The Perfect Match* and *Warlock*. His television acting credits include guest-starring roles on *MacGyver* and *St. Elsewhere*.

-MORE-

VALHALLEN

The Viking god of rock, Valhallen is armed with a super-natural, all powerful "Ax." He's a Libra, and when he's not fighting crime, he likes to play guitar, sleep and surf.

TOM KENNY

(The Voice of Valhallen)

Tom Kenny has appeared on *Late Night with David Letterman*. Kenny is a series regular on *The Edge*. He's also played several lead voices on the animated series *Rocko's Modern Life* on Nickelodeon. Other television credits include *Hard Rock Cafe: Save The Planet* and hosting *Friday Night Videos*.

Kenny has appeared as the voice of "Digger Nefsky" in the upcoming animated MGM feature film *Betty Boop*. Other film credits include *How I Got Into College*, Showtime's original movie *Julie Brown "Medussa," Shakes The Clown* and *Circuitry Man II*.

Kenny's also a writer whose recent credits include *America's Funniest People, Everything But The Show* with writer and producer Dave Thomas, and *Inside America's Totally Unsolved Lifestyles*.

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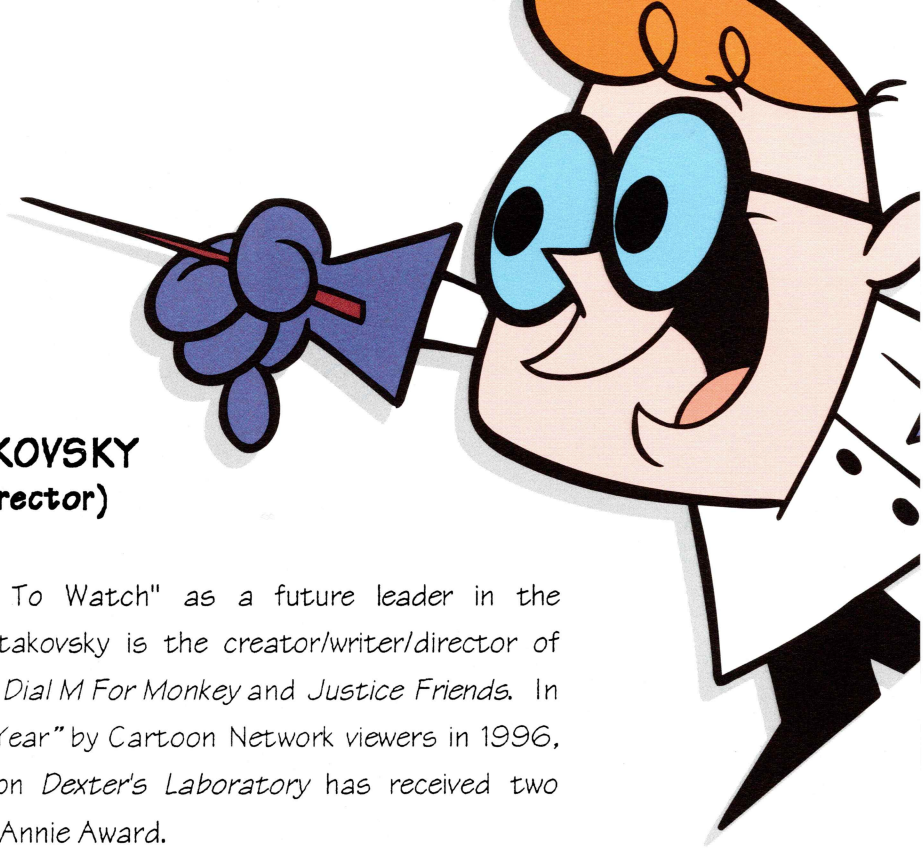
DEXTER'S LABORATORY™



GENNDY TARTAKOVSKY
(Creator/Writer/Director)

Named one of Variety's "50 To Watch" as a future leader in the entertainment industry,[1] Genndy Tartakovsky is the creator/writer/director of *Dexter's Laboratory* and co-creator of *Dial M For Monkey* and *Justice Friends*. In addition to being voted "Toon of the Year" by Cartoon Network viewers in 1996, his first professional cartoon creation *Dexter's Laboratory* has received two Prime-Time Emmy nominations and an Annie Award.

One of the youngest animation directors in the industry, this 27-year-old was born and raised in Moscow, U.S.S.R. until his family moved to Chicago when he was seven years of age. After high school, Tartakovsky studied film at Chicago's Columbia College before moving to Los Angeles to study animation at Cal Arts. At Cal Arts he wrote, directed, produced and animated two student films. One of his films, which was selected for the Cal Arts Producers Show, was the basis for *Dexter's Laboratory*.

One of eight animators on *Batman* in Spain, Tartakovsky has done animation directing, storyboards and layouts on various shows including *2 Stupid Dogs*, *The Critic* and Steven Spielberg's *Tiny Toons*. An artist of diverse talents, Tartakovsky has also applied his abilities to the stage. He created and directed a two-minute animated short for a multimedia theatrical play in Chicago.

-30-

1 - Variety, August 28, 1995

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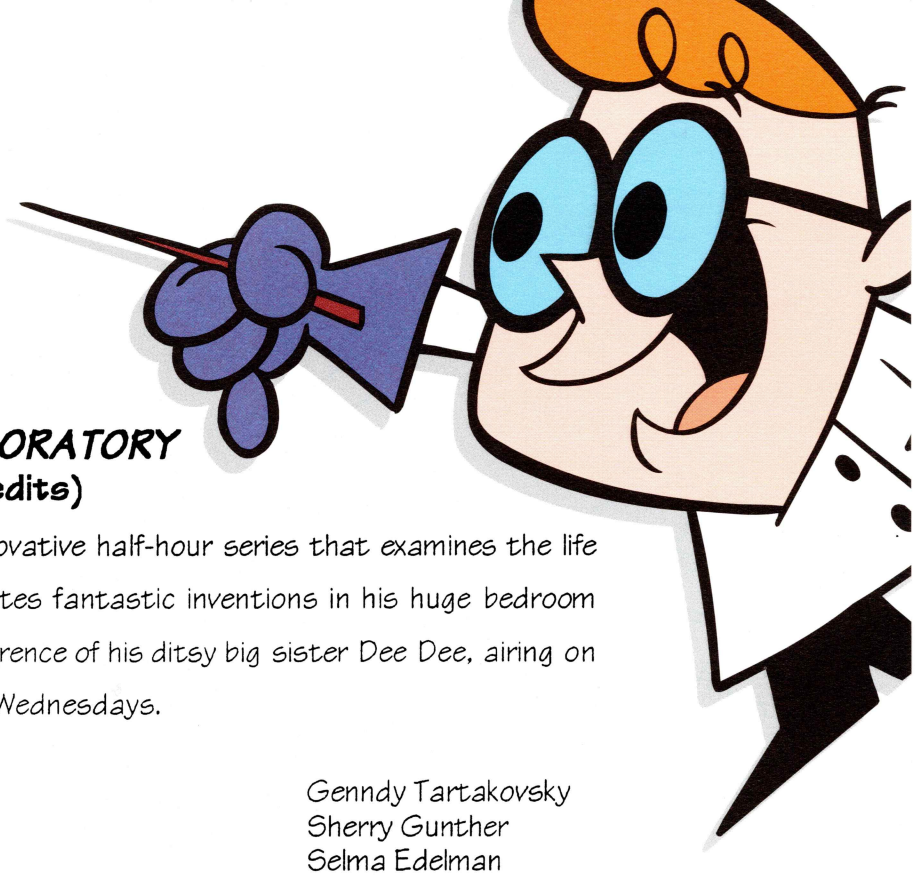

DEXTER'S LABORATORY
(Production Credits)

DEXTER'S LABORATORY is an innovative half-hour series that examines the life of Dexter, the boy genius who creates fantastic inventions in his huge bedroom laboratory despite the pesky interference of his ditsy big sister Dee Dee, airing on Cartoon Network at 8 p.m. (ET) on Wednesdays.

Creator	Genndy Tartakovsky
Executive Producer	Sherry Gunther
Line Producer	Selma Edelman
Production Manager	Donna Castricone
Production Coordinators	Charlie Desrochers
	Sami Rank
Directors	Robert Alvarez
	Rob Renzetti
	Rumen Petkov
Art Directors	Craig McCracken
	Paul Rudish
Writer	Jason Butler Rote
Supervising Producer	Davis Doi
Executive in Charge of Production	Brian Miller

Voice-Over Cast:

DEXTER'S LABORATORY

Dexter	Christine Cavanaugh
Dee Dee	Kat Cressida
Mom	Kath Soucie
Dad	Jeff Bennett

JUSTICE FRIENDS

Infraggable Krunk	Frank Welker
Major Glory	Rob Paulsen
Valhallen	Tom Kenny

-30-

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People weekly

FIRST LOOK

GENNDY TARTAKOVSKY, 27, animator

▲ "I figure it's my show, so I've got to put in as much work as I can," says Tartakovsky (in *Dexter*'s lab). "It might be my only shot."

In Toon with Tots

Near the tip of Genndy Tartakovsky's right index finger is a pronounced indentation. "A lot of animators have these things," he says. "We call it the index indent, and it comes from drawing so much. The bigger the hump, the longer they've been working." If the success of Dexter's Laboratory, *Tartakovsky's own TV cartoon series, is any indication, the Russian-born animator is facing a painfully long career indeed.* Dexter*—which tracks the misadventures of a boy-genius inventor—won Emmy nominations in 1995 and 1996 for outstanding animated program and, as one of the top-rated shows on cable's Cartoon Network, has turned its bachelor creator into one of the industry's rising stars.*

First person: "It's pretty unreal," says Tartakovsky of his success, "but it's Hollywood. . . . I'll ride it out and whatever happens next, happens."

Second opinion: "He's got it all," says Cartoon Network president Betty Cohen. "He's like a big kid in how he seems to understand drama from a child's viewpoint."

Odyssey: Born in Moscow (where father was a dentist) but emigrated to Columbus, Ohio, with parents and older brother when he was 7. "I loved comic books and cartoons, but I wasn't exposed to that much over there," he says. "When I came here . . . I just fell in love with television."

Report card: Hoped to study advertising art at Chicago's Columbia College but switched to animation when ad classes were filled. Transferred to CalArts in Valencia, Calif., in 1990, where, drawing on boyhood shenanigans with brother Alex, now 29, he created *Dexter* as a student project.

Résumé: Also worked on the cartoon series *The Critic, Tiny Toon Adventures* and *Batman: The Animated Series.*

Vitals: Single; rents a two-bedroom house in Studio City and drives a 1996 Toyota Land Cruiser; now gets up at 6 a.m. to work 60 hours a week in his cluttered studio at the Hanna-Barbera lot in Hollywood.

Survival skills: "I used to eat a lot of burritos, but I'm trying to cut down. Lately I've been having a lot of turkey sandwiches and fries." ■

Photograph by Mojgan B. Azimi

THE FAMILY PAGES

BY JACQUELYN MITCHARD

A DANDY *DEXTER*

The kid who sells media memorabilia at the novelty store is telling me about the top-selling items.

"Well, there's the *Dexter's Laboratory* mug," he says.

"Yes?" I ask.

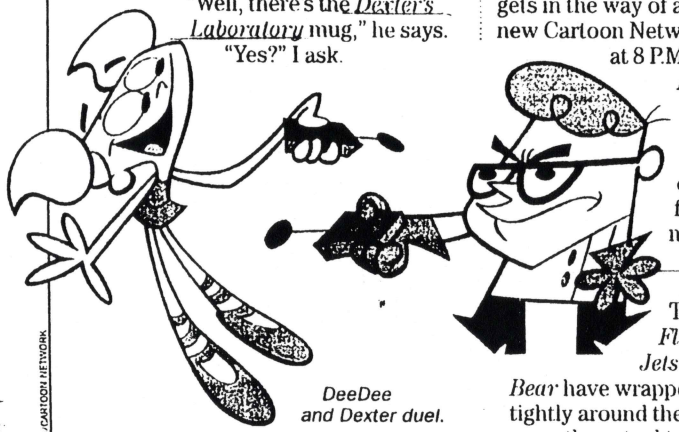
"Well, and then there's everything else."

Why do our nation's wired-in youth clamor to adorn their desks with a drawing of a squat, bespectacled, neurotic kid genius? One who looks a little like *Bullwinkle* villain Boris Badenov?

Because he's cool, that's why. The fuss and froth about *Dexter's Laboratory*'s use of computer-generated animation gets in the way of an important fact: The new Cartoon Network hit (Wednesdays at 8 P.M./ET) is really funny. And did I mention cool?

It's certainly the freshest thing to come down the pike from the ancient animation firm of Hanna-Barbera in about a generation or three. Though I know *The Flintstones*, *The Jetsons*, and even *Yogi Bear* have wrapped their tentacles tightly around the American consciousness, the actual toons were about as light and fast-moving as a lead-plated volleyball. And the animated figures had all the grace and dimension of pie plates.

So why the unbearable lightness of *Dexter*?



HANNA-BARBERA/CARTOON NETWORK

DeeDee and Dexter duel.

Part of what makes this cartoon so striking is its selective tint—a departure from the old toon formula of emptying out the paint box. For example, sometimes the only spot of color in the washed-out environs of this nutty kid's bedroom laboratory is Dexter's pouf of bright-red hair. Then there are the characters. Mean older sister DeeDee looks about 40 feet tall next to her brother (drawn about the size of a school milk container). The parents are affectionately brutal parodies of '50s suburbia, and the plots are little gems of irony.

Most of the credit for the cartoon's quality belongs to its creator, the 26-year-old, Russian-born filmmaker Genndy Tartakovsky. Last year, he submitted a short *Dexter* film to World Premier Toons, the Cartoon Network's "talent scout" program. That film generated all kinds of e-mail at the network's on-line site and won Tartakovsky both an Emmy nomination and a contract to develop *Dexter* as a series.

Besides its visual novelty, perhaps the best thing about *Dexter's Laboratory* is that, in spite of its wild irreverence, it doesn't need to be small-hearted or foolishly gruesome (like *Ren & Stimpy*) to be wickedly funny.

It's just cool.

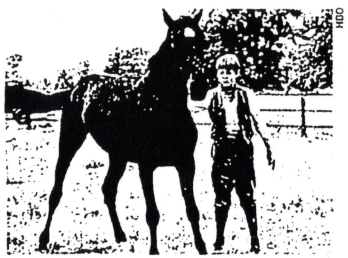
THE WEEK'S BEST BETS FOR KIDS

In the Mix *(Sat., PBS, times vary)* The teen-oriented magazine series presents a memorable segment on overcoming substance abuse. Recovering teen addicts talk about their one-day-at-a-time approach to abstaining from drink and drugs.

Mister Rogers' Neighborhood *(Mon.–Fri., PBS, times vary)* Friendly Fred offers a week's worth of shows devoted to a single theme: "Helping." The programs not only teach youngsters the benefits of lending assistance; they also stress how important it is for kids to ask for help when they need it.

Black Beauty *(Tues., HBO, 9:30 A.M./ET)* Talk about coming straight from the horse's mouth! The narration in this 1994 British adaptation of the Anna Sewell children's classic is provided by none other than the fleet title character himself (courtesy of Alan Cumming). Sean Bean, Peter Cook, and David Thewlis head up the cast.

—Ray Stackhouse

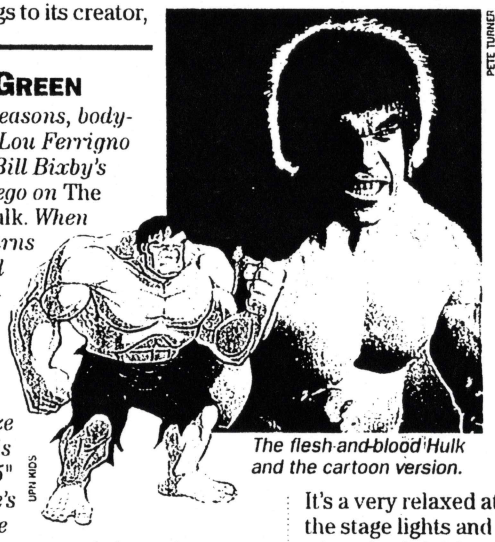


HBO

Black Beauty speaks out.

BACK IN GREEN

For five seasons, bodybuilder Lou Ferrigno played Bill Bixby's raging alter ego on The Incredible Hulk. *When the Hulk returns to TV this fall as a Sunday-morning cartoon on UPN, Ferrigno will need to utilize more than his imposing 6'5" physique. He's providing the voice for the pea-green behemoth.*



PETE TURNER

UPN KIDS

The flesh-and-blood Hulk and the cartoon version.

How does the cartoon compare with the series?

In the series, the Hulk didn't speak. He should have; I think the show would have been more successful.

Did you hesitate to do voice work because of your hearing disability? (Ferrigno has been 80 percent deaf since age 3.)

It didn't intimidate me. I just needed an opportunity like this to prove myself. It's not just growling in the cartoon series. The role has a lot to do with the way he expresses himself. The Hulk has a tremendous sense of vulnerability. That side of him needs to come across.

What's it like to work with the other voice actors —Luke Perry, Genie Francis, and Matt Frewer?

It's a very relaxed atmosphere without the stage lights and makeup. We're like a bunch of children.

Are there other superheroes you would like to play?

Yes, Colossus. And I would like to do a feature-film version of the Hulk.

You've already played Hercules in a 1983 film. Who makes a better Herc—you or Kevin Sorbo [of TV's *Hercules: The Legendary Journeys*]?

I think that goes without saying *(Ferrigno flashes a menacing smile)*. Kevin has a different look, but I think I make a better Hercules.

—Ty Holland

DEXTER'S LABORATORY

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Mar. '97

ANIMATION MAGAZINE

Cartoon Network Expands Globally

The Most Creatives In Animation, pt. 2

Special Report: Softimage Inc.

In 45 Days the World Animation Celebration Begins!

PERIODICALS POSTAGE PENDING

World Cartoon Headquarters

Cartoon Network Strengthens Its Brand Identity With a Healthy Mix of Classic Toons and Captivating New Characters

by Roberta G. Wax

Imagine. A television network where "cartoon" is not a dirty word, where you can revel in the old while looking forward to the new, where having a toon 'tude is cool. Very cool.

Only four years old but ready to duke it out with the big boys, the Cartoon Network is done cutting its baby teeth and is hungry to chew on bigger meat.

Since being launched on October 1, 1992, by Turner Broadcasting Systems, the Cartoon Network has leaped over tall buildings in practically a single bound, available in nearly 80 million homes worldwide, in more than 80 countries at the end of 1996. And 1997 looks to be even bigger with an anticipated 20 per cent increase when the network launches on the TCI cable system.

The embryonic network, headed by President Betty Cohen, was seeded with some of the most beloved characters in toondom. From the vaults of MGM to the archives of Hanna-Barbera, from Paramount to Warner Bros., the network had access to the founding fathers (and mothers) of animation — everyone from Tom & Jerry and Popeye, from The Flintstones to The Jetsons, from Jonny Quest and Top Cat to Bugs Bunny and Daffy Duck, the list goes on. Cartoon Network's treasure chest now holds about 7,500 titles, probably the largest cartoon inventory in the world. Talk about your all-star cast.

Cohen, who was at Nickelodeon before joining Turner Network Television, says an all-cartoon network always sounded like a good idea to anyone working with children's programming and animation. "We had a lot of faith in the idea." But others, outside the kid's arena, saw it almost as a joke.

Mike Lazzo, who was also in on the conception and today is Cartoon Network's senior vice president of programming and production, recalls looking at the cartoon inventory five years ago and thinking, "We could do a 24-hour network just with the Hanna-Barbera inventory alone. I never thought it was a crazy idea."

But what they didn't realize, Cohen and Lazzo say, was how quickly the network would catch on.

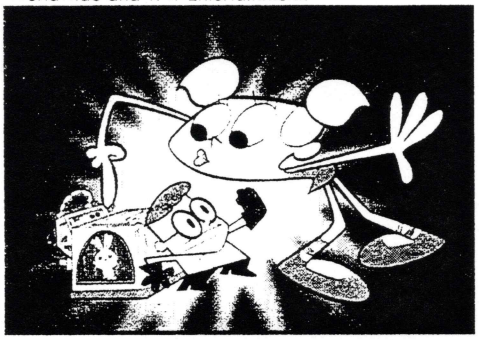
"We were taken aback by the ratings success right out of the gate," marvels Lazzo.

All this growth makes for exciting times at the Atlanta-based network, adds Linda Simensky, who started with Cartoon Network as director of programming and now, as vice president of development, oversees production of all original programs.

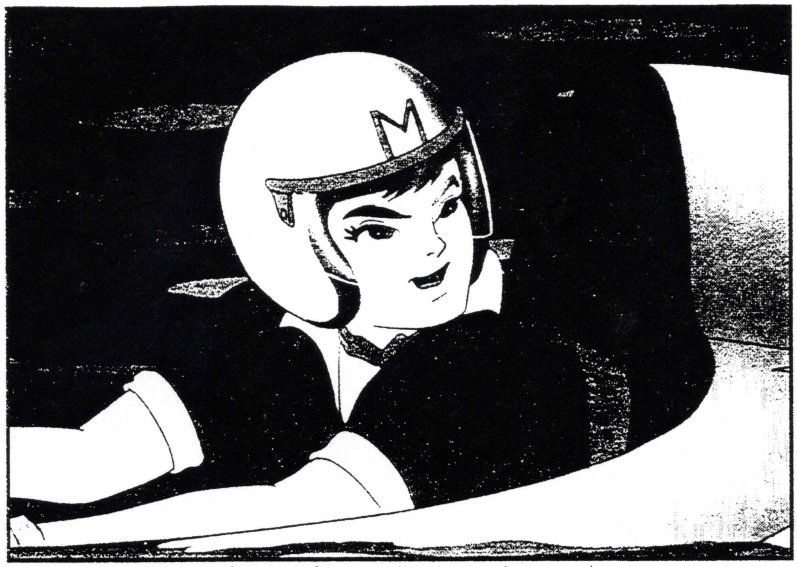
Simensky, who came from that other upstart kid network, Nickelodeon, says the Cartoon Network is finding its own niche among other boutique channels, such as The Movie Channel, ESPN and so forth. "It was just a matter of time before someone started a cartoon network."

Several factors have boosted Cartoon Network's success. First, animation has slowly been regaining its popularity after a lull in the late '70s and '80s. And as animation came back into favor, cartoon creators — rather than network executives — began playing a bigger role. As interest perked up again, more money went into producing the product.

Betty Cohen, president of Cartoon Network Worldwide and TNT Entertainment.



Dexter's Laboratory is new to the network.



Speed Racer, a favorite of cartoon fans, can be seen on the network.

"People are realizing they like cartoons," Simensky says. "They remember what they liked about the old cartoons, the characters who said funny and memorable things, who were animated well. [Old cartoons] were more about the gags, less about telling an elaborate story. They were more about animation than about trying to sell toys. That was a crucial discovery."

The big three networks gave up on cartoons, Simensky says, partly because of pressures to come up with hits right away, "which is rarely the most compelling way to go."

For years, adds Lazzo, TV animation was spawned by whatever was the year's hot toy. "That felt wrong to me. It didn't feel entertaining."

But as adults started to howl with *The Simpsons*, shows such as *Ren & Stimpy*, *Rugrats* and *Doug* broke ground with clever writing that lured adults into watching with their kids. Finally, Lazzo says, "talent controlled the show. These were adults making these and they were writing what they found amusing, just as Chuck Jones and Bob Clampett did. The creators have been reinstalled as the force behind the cartoons.

"Going back to the idea of story and character" is what revived television animation, Lazzo recalls when a television executive asked veteran animator Friz Freleng how he could have made such consistently good cartoons. Freleng replied, "Because people like you weren't in the room."

"Then, people like John Kricfalusi and Nickelodeon said creators are what make lasting characters, give them more power," Lazzo says, "the long dark sleep [of poor animation] lasted almost two decades.

"Because animation became more prominent, adults started remembering that this is funny and decided they would rather watch this than a bad sitcom. People came back." Now, Lazzo says, "is the most important era in animation since the mid '60s."

Simensky notes that while "true innovations [in animation] will come from commercials and short films, within what we can do from a network standpoint, we're encouraging as much of that creativity as we can."

Cartoon Network's blossoming success over the last four years has

Creating Classics

Cartoon Network's commitment to original programming means not only several new shows will be added to its impressive inventory, but many of the old classics will be packaged in new ways.

Here are some highlights:

Cow and Chicken – The wacky antics of big brother Chicken and little sister Cow (created by David Feiss) will be featured in a half-hour format, along with another Feiss creation, *I Am Weasel*, about the exploits of internationally famous genius I.M. Weasel and his insanely jealous rival I.R. Baboon. Feiss' credits include *Tom and Jerry, Super Secret Secret Squirrel* and *Jetsons – The Movie*.

Dexter's Laboratory – Boy genius Dexter continues to create inventions in his huge bedroom-laboratory. Created by Genndy Tartakovsky (*2 Stupid Dogs, The Critic, Tiny Toons, Batman, the Animated Series*), *Dexter* debuted in April 1996 as the first spin-off star of *World Premiere Toons*. It, in turn, spawned a spin-off, *Dial M for Monkey*, about a super-powered crime-fighting chimp who picks up where Dexter leaves off.

Space Ghost Coast to Coast – A surprise cult hit, *Space Ghost* was the network's first original 'toon. Using clips from old cartoons and interviews with an eclectic mix of stars, our costumed hero (and his enslaved co-hosts, Moltar and Zorak) hosts a bizarre late-night talk show from outer space. Guests have included Fran Drescher, Adam West, Timothy Leary, Susan Powter, Donny Osmond, Lassie and the cast of *Gilligan's Island*. *The New York Times*' Andy Meisler likened the show to "a cross between *The Larry Sanders Show, Superman* and a ransom note."

World Premiere Toons – From Hanna-Barbera, these seven-minute shorts debuted in 1995 and featured the break-out hit, *Dexter's Laboratory*, which was nominated twice for Emmys, as well as the Emmy-nominated *Cow and Chicken* and *Johnny Bravo* (created by Van Partible), which will be expanded into a series this fall. *Premiere* also featured *Courage the Cowardly Dog*, nominated for a 1996 Academy Award.

Big Bag – For the preschool set, Molly and her Muppet sidekick Chelli promote creative thinking and socialization through animated "shorties." A centerpiece of the show is the *Big Bag*. Children (and their parents) are encouraged to fill a bag with an assortment of goodies, then play along with the screen characters. Produced with the Children's Television Workshop, the same folks who bring you Sesame Street.

The Real Adventures of Jonny Quest – Jonny and his Quest Team find adventure all over the globe.

What a Cartoon Show – A showcase for new cartoon shorts.

Programming blocks include some classic cartoon characters:

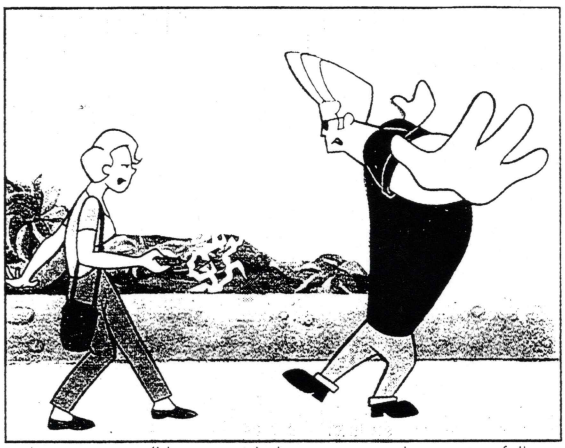
The Tex Avery Show – Features old favorites Porky Pig, Daffy Duck, Bugs Bunny, Elmer Fudd, Droopy Dog, Spike, George and Junior, Screwy Squirrel and *The Wolf*.

Power Zone – Features action-adventure heroes such as *Speed Racer* and *Super Friends*.

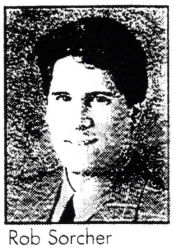
Cartoon Network Comedy Club – Night owls can howl with *Rocky and Bullwinkle, George of the Jungle, Space Ghost Coast to Coast* and *The Misadventures of Ed Grimley*, narrated by comedian Martin Short.

Scooby Movies -- Scooby-Doo fans will find this block self-explanatory.

– ***Roberta G. Wax***



Johnny Bravo will be expanded into a series this coming fall.



Rob Sorcher

Craig McAnsh

Linda Simensky

Mike Lazzo

allowed it to take the next leap — into original programming, an idea that warms everyone's heart.

"Original programming will play a large role in the network's growth," says general manager, Rob Sorcher. "We have a large and fantastic library that we will continue to build on, but we clearly need to be introducing new things. We want to be the source for everything cartoon."

Cohen notes that with today's more savvy youth, original programming is another way a network establishes its own "brand."

"Original programming is how networks define themselves," Cohen explains. "Our new programs will be a major initiative for us this year."

Production is revving on three series: *Dexter's Laboratory, Cow and Chicken* and *Johnny Bravo*.

"These define our personality," says Craig McAnsh, senior vice president of marketing. "They are completely outrageous in design and actions. The characters are so fresh."

Space Ghost Coast to Coast, a pseudo talk show that has all the earmarks of a cult classic, has been great for the network's image, generating a lot of heat on the Internet, for example, while *World Premiere Toons* will be introducing even more new animated shorts.

"The fact that Cartoon Network runs things like *Space Ghost* encourages people to come to us with off-beat ideas," says Simensky.

In spite of the push for original programs, Simensky adds, "there will always be a need to show the classics." The network is constantly repackaging vitage toons in ways to strengthen the network's brand identity.

For example, last summer, the network, realizing it had nearly every Tex Avery cartoon, decided his work needed a special showcase. The weekly *Tex Avery Show* is now one of the highest rated Sunday morning shows, Lazzo reports.

"We're seeing a shift in viewing patterns, certainly by kids, where we can see the power of the environment as opposed to the power of just a single show," Sorcher says.

"We've taken a lot of care with developing our brand," Cohen adds. After gaining the Hanna-Barbera library, for example, they were careful not to be branded as the Hanna-Barbera network. "We want to embrace all the studios. We want to be the world cartoon headquarters. People should look to us as the source for everything cartoon."

The network looks for ways to involve viewers, such as voting for a favorite *World Premiere Cartoon* and then having a cartoon-countdown on New Year's Eve, with the top pick (a *Dexter's Lab* episode) showing at midnight. Or urging viewers to nominate their favorite cartoon moms then airing "mom" shows on Mother's Day. "All these promotions help to identify us," notes Cohen.

She says having key characters identified with the network is also important, especially for those oldsters who have been around a long time. "We want viewers to think of Cartoon Network as the home to all the best cartoon characters in the world."

Between the treasure-trove of vintage animation and the excitement of new programming, it's been easy to create that "cartoon attitude."

"Our whole attitude and personality, even between programs and around programs, stems from that cartoon mindset," says McAnsh. "We don't just air cartoons — we *are* cartoons."

Of course, being named "Cartoon Network" helps — it doesn't take

continued on page 44

The Battle of the Niche

Although other children's programmers, such as Nickelodeon, the Disney Channel and Fox are the obvious competitors for Cartoon Network viewers, in this highly competitive, niched-out medium, the battle for an audience comes from other sources as well.

The constantly changing distractions of computers, video games and non-child oriented TV programs adds to the mix. Even – gasp – sports activities.

"A lot of things are competing for children's attention these days," says Betty Cohen, president of Cartoon Network Worldwide and TNT Entertainment.

General Manger Ron Sorcher says their competition includes "anyone producing cartoons – and there are a lot of outlets doing that."

As children's programming has begun to reap financial rewards, other networks jumped in to create kid-friendly TV. Just scratching for a place on cable systems alone, both in the U.S. and abroad, can be tough.

"We're competing with more mature networks such as Nickelodeon and Fox," says Sorcher, adding that "Nickelodeon is another environment that takes over an entire day."

The older networks, he notes, have a certain advantage that viewers don't take into account: "They have a higher spending level and more experience. But the viewer doesn't look at that; the viewer just looks at the channel, at 'is it cool or not.'"

So to catch those viewers, Sorcher says, "We need to be creating and producing the best cartoons. We need to show our library to viewers in a way they haven't seen it before. We need to revive or reinvigorate a property. We need to work with all the assets we have."

Just getting an upstart network into homes at all can be a challenge.

"Any new network that is trying to get launched is competition," says Craig McAnsh, senior vice president of marketing. "The History Channel, Court TV, ESPN2 all are competing for that same channel space," he explains.

But even networks like Nickelodeon and Disney that are completely devoted to children's programming don't offer round-the-clock cartoons.

"We are cartoons 24/7," McAnsh says. "You can't sneak up on us and *not* find a cartoon."

Internationally, Cartoon Network may have some upcoming competition with a new network in Latin America. Locomotion, a 24-hour all-animation service launched in the fall by Hearst Corp. and Cisneros Group of Companies reaches 23 countries in Latin America and the Caribbean.

Locomotion will use relatively new cartoons from its library, mostly action-adventure and many based on comic book characters, such as *Phantom 2040, The Legend of Prince Valiant, Beetle Bailey, Krazy Kat, G-Force, Galaxy Rangers* and the newer *Flash Gordon*.

Hearst was a founding partner in Lifetime, A&E and History Channel and is a partner in A&E and ESPN.

Cartoon Network launched in Latin America in 1993 and is in more than 30 countries there. The network is also in 37 countries in Europe, including England, France, Germany and Spain.

Cohen says the network is really taking off overseas and notes that in the United Kingdom, Cartoon Network has been the number one rated network with children for 56 weeks, beating Nickelodeon, Disney and indigenous children's programming.

After all, they have the stars. ***–by Roberta G. Wax***

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Slides

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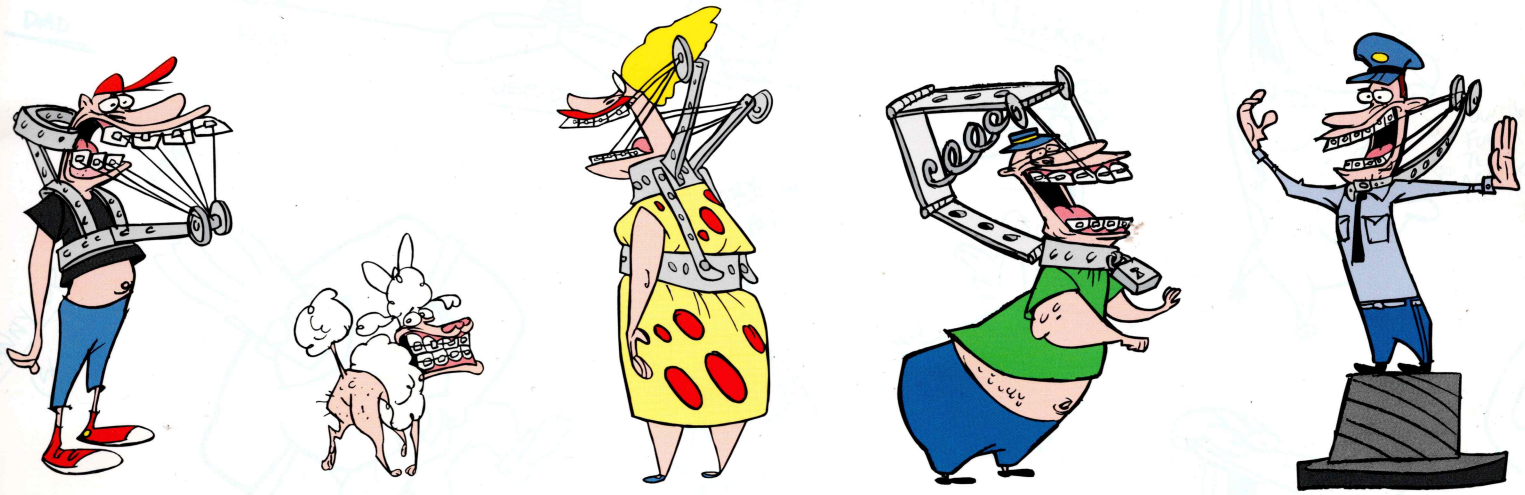

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